



THE

INLAND PRINTER

THE LEADING TRADE JOURNAL OF THE WORLD

IN THE

PRINTING AND ALLIED INDUSTRIES

VOLUME XLIX.

April, 1912, to September, 1912

SMITHSONIAN INSTITUTION
232383
U. S. NATIONAL MUSEUM.

CHICAGO, ILL., U. S. A.:

THE INLAND PRINTER COMPANY, PUBLISHERS

INDEX TO THE INLAND PRINTER

VOLUME XLIX.

APRIL, 1912, TO SEPTEMBER, 1912

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Watertown New York

Up to Date

MR. W. J. Hartman's address, "The Printer and Supply Man," before the Second International Cost Congress at St. Louis, in October, 1910, expressed so clearly our own views on the relations that should exist between the manufacturers and users of machinery, that we printed this and sent out 25,000 copies. From our foreword to this book, we quote as follows:

> **"We hold that the manufacturer of machinery owes it to the users of his machines to co-operate with them in obtaining the maximum return from their investment and that the manufacturer who publishes extravagant claims of low production costs places in the hands of buyers of printing a club to beat down prices of printing, thereby robbing the printer of part of his legitimate profit."**

The Boston Typothetæ Board of Trade, on December 7, 1911, passed the following Resolutions, which were later adopted by the Ben Franklin Club of Chicago, the New England Cost Congress, the Ben Franklin Club of Cleveland, the Graphic Arts Club of Portland, Maine, and the Middle Atlantic States Cost Congress:

WHEREAS: the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

WHEREAS: it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

RESOLVED: that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business," etc., is detrimental to the printing industry and should be discontinued by all parties selling machinery.

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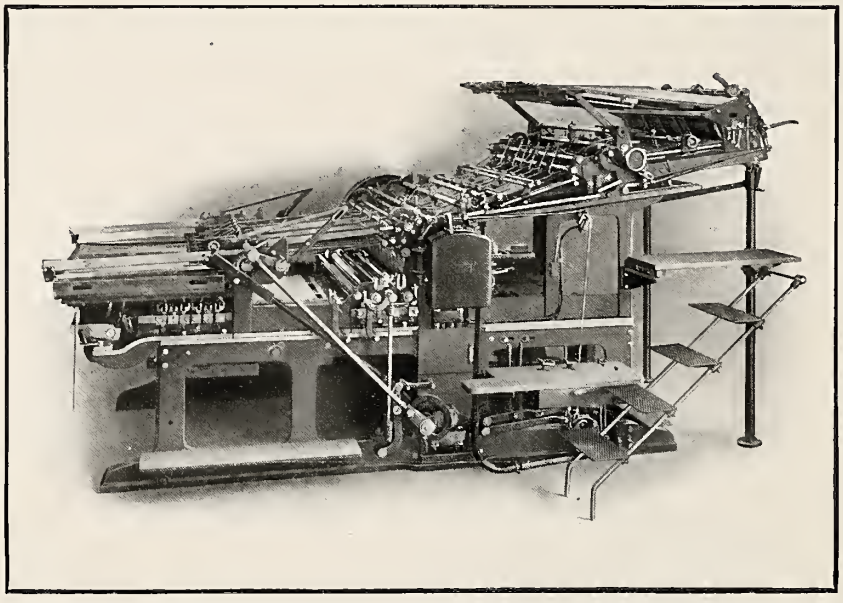


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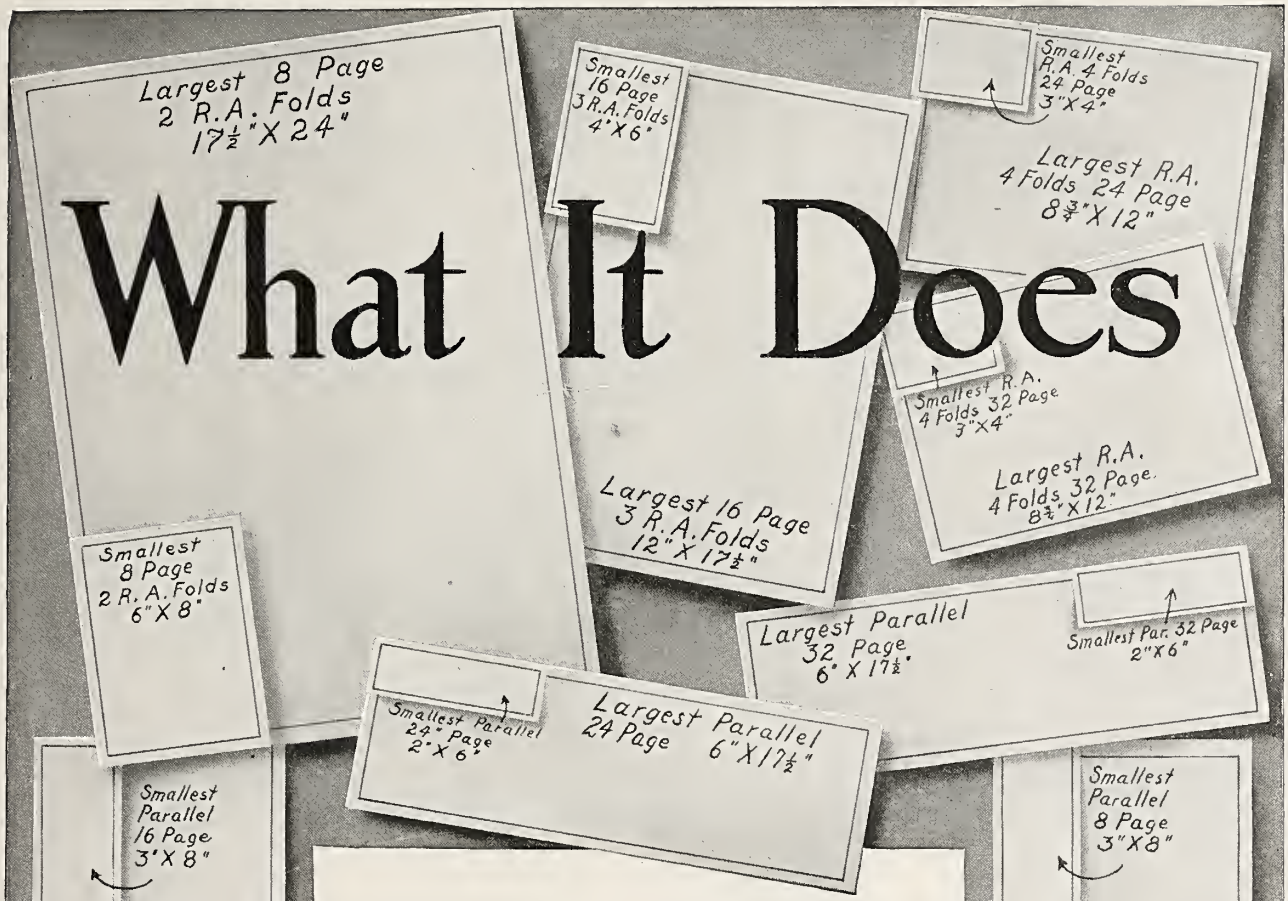
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The Babcock Optimus

Extracts from Letters Recently Received from Optimus Owners.

"We installed our first (Optimus) press about eight years ago and have since added two more, which clearly shows how much we think of your press."

"The new No. 7 Optimus is working in first-class shape. The wide range of work that can be done with this battery of cylinder presses of which we have five, all of them Optimus, makes our plant elastic. We have had one of your pony presses in almost daily use for thirteen years, and have only recently had to renew some parts."

"Ever since we have been in business we have used Babcock presses exclusively. They have given us great satisfaction, repair bills light, and the register and printing qualities all we could desire."

"We have used your machine for fifteen years. We are doing a large variety of work, and have never had a job which your machines would not execute satisfactorily according to up to date standards. For accuracy of register, distribution, rigidity, convenience, speed, small repair bills and wide range of work we consider them all that can be desired."

"Have been using the Babcock Optimus for six years, operating four at present time, and consider them the equal of any flat-bed press for speed and quality on high-grade printing, as well as durability of machine."

"We have been using your presses for over twenty-five years. Your machines are the most satisfactory presses in our plant."

"We have three of your presses, and have found them capable of doing more than you claimed for them."

"In the spring of 1906 we installed five Optimus presses, and in 1907 these were followed by six others. This was pretty good evidence that the first battery was satisfactory. We have yet to see another press that could induce us to change our opinion."

"So far as our experience goes with your presses, of which we have several, our only thought when contemplating a new machine in the past and in the future is to buy a Babcock."

"We have also a three-roller (No. 43) Optimus, running three years, and in this time did not spend one cent for repairs. This press has been taxed at times to more than its capacity, and a 25x38 sheet with 16 halftones 4½x7 inches each, has been as easy as any other form. When we recently decided to put in another press we did not hesitate to make it a Babcock (No. 6)."

"Over ten years' constant use of the Babcock Optimus has given us excellent satisfaction, and served our purposes better than any other previously used. Have made no repairs."

"We have used your Optimus presses for the last nine or ten years. They have given us the utmost satisfaction."

"We are so well pleased with the presses already installed that it is our intention to replace with Optimus presses our cylinders of other manufacture."

"We have five Optimus presses in three different sizes in use about seven years. Our repair bill has been very small. They are simple to operate and very easy of access. One of our pressmen said he would rather work on them than any press he had ever worked on."

"The Babcock press installed by you just nine years ago today has given us entire satisfaction. We have spent absolutely nothing for repairs, except that we renewed the tapes this summer."

"Several years ago we purchased one of your Optimus presses, after making a thorough investigation of the various presses. We have since put in five additional Optimus presses. They have stood the wear and tear with very little expense for repairs. They have been worked constantly night and day and have given great satisfaction. Through them we have saved money, and above all have been free from worry."

"It always does good work and never needs repairs."

"For ten years we have been using Optimus presses, and are at present running three. We have found not the slightest ground for complaint. It is likely that we shall need another 38x50 press this fall. You may be sure it will be an Optimus."

"We are operating three Babcock presses on catalogue work exclusively. The work is of such quality that our customers not only come back, but send other business as well. We expect to put in new presses, and you may rest assured Babcock will get the orders."

"We have three of your presses, and they are giving us entire satisfaction. The No. 10 has been in use eonstantly for eight years on close register work, and we consider it as good as the day we installed it."

"The fact that my cylinder pressroom is equipped entirely with Babcock presses is sufficient evidence of my approval of them. I am at the present writing installing a new No. 7 Optimus."

"We have three of your Babcoek presses, and have nothing but good words to say of them."

"We have two Optimus cylinders, and we are so well pleased with them that we want you to know about it. They run like Elgin watches, and have not cost us one cent for repairs nor given us the slightest trouble in any way."

"I am pleased to enclose you my check to pay for the No. 7 Optimus recently installed. The fact that this is the seventh Optimus I have sent you my check for is as good an unsolicited testimonial as I can send you."

"For large sheet label work nothing could be better, its rigid construction reducing labor of make-ready, its perfect register making possible the accurate cutting and trimming of the work."

"We have found them simple, easy to handle, never getting out of order or needing repairs. They are superior in impression strength, perfect inking qualities and durability."

"These two machines (Nos. 5 and 6 Optimus) give us good satisfaction."

"That Pony Optimus is all right. We have run this press up to 3200 per hour, and it made no more ado over the work than it did at one-half that speed."

"We have been operating a No. 7 and No. 10 Optimus presses for several years. They give entire satisfaction."

"We are running two Optimus Presses. They are giving perfect satisfaction. In increasing our facilities we shall consider the Optimus."

"About five years ago we installed in our factory two of your large Optimus presses, and two Pony size. We have run these machines constantly on all kinds of work. They have invariably given good satisfaction."

"The writer is pleased indeed to testify concerning the most excellent efficiency of your machines. It is our purpose very soon to install further equipment of your make."

"We have used for a number of years several of your Babcock presses. We are greatly pleased with them "

"The five Babcocks are running nicely. Some of the presses are fitted up with Cross feeders, and the No. 9's (39x55) we have run 2100 per hour. We are well pleased."

"I am glad to tell you that I am fully satisfied with the two presses."

"We have only recently installed our second Babcock Optimus, and are highly pleased with both the old and the new."

"We now have four Babcock Optimus presses, and doubt if there is a more efficient battery of two-revolutions in Boston. We are so well satisfied that the ordering of our last press consumed about ten minutes."

"If a printer used Optimus presses for a term of years, and purchases the same make as the growth of business demands new machinery, it would appear to be good evidence that such machines wear well, are economical to operate, and are money makers. Such has been my action. I have no cylinders in use but the Optimus. I have one in steady use for twenty years on which repairs have been but a few cents, is still in good register and shows remarkably small wear."

"Our pressrooms contain only Optimus presses of various sizes, from the smallest to the largest. They have never given us a minute's trouble. Our oldest press, a No. 6 now over twenty years old, gives us as good product since it was re-registered two years ago."

"We have found the Optimus presses to be all that we expected. The repairs are practically nothing. We are especially pleased with the speed we can secure in slip-sheeted color work, impossible for any press not equipped with the slip sheet carrier."

"We have had most excellent success with the various styles of your printing press we have installed. We are doing two, three and four color-work."

"We have found that its method of delivery is unequalled in its ability to handle fully inked sheets without offset."

"Using the Optimus for eighteen years, and finding perfect satisfaction, we have replaced three of the original ones with later models. One in constant use sixteen years was doing registered work the day before it was taken down. Our work is fine half-tone, for which the Optimus is especially suited."

"Before installing Optimus presses we investigated the merits of other high-class machines. We felt that your press possessed the greatest number of meritorious features, such as rigidity, absolute register, perfect distribution, unexcelled delivery, lack of vibration, and ingenious roller sockets, features we have since proven to our entire satisfaction, and are thoroughly pleased."

"Since the installation of the three large Optimus presses we have established a reputation of being the best printers in our particular line, the producing of men's fashions in various forms. We attribute this reputation to the high standard of the Babcock presses."

"Both machines have given excellent satisfaction, and have been used hard. The No. 5 made a continuous run in November of twenty days, twenty-four hours per day, without change of form or made-ready. When we are in the market it will be a Babcock."

"We lately finished a 500,000 run of a three-color job, and are more than pleased. Run was continuous for eighteen hours a day for three weeks, 1800 per hour. We have good results from our two Optimus presses."

"We have used one of your large No. 8 presses about ten years; have spent very little upon it for repairs, yet today it is in excellent condition, and doing the finest kind of work. We are glad to express our appreciation of the splendid Optimus presses we have."

"We have been using two No. 7's for four years without cost for repairs. For stability the Optimus in our opinion excells them all."

"The No. 43 Optimus has given us splendid service. It is especially useful as it combines the speed of the pony, and will take a 25x38 sheet. The two No. 10's (41x55) are doing their 1700 an hour on large work, and have not stopped an hour since set up. We are unable to find fault with the Optimus presses."

"We have two Babcock Optimus presses giving the best of satisfaction."

"We have three of these presses in our office, and have always found them to give very good satisfaction on all grades of work."

"We have three, and they have all proven to be entirely satisfactory. We would buy no other kind."

"We have been using Babcock presses for the last twenty years. We have three Optimus presses; one, fifteen years old, is doing as good printing today as when erected. These presses are convenient, economical to operate, and work rapidly and accurately."

"We are pleased with the No. 9 four-roller Optimus, the fifth machine of your make purchased, recently installed. It is the smoothest running press we have ever seen. The rigid impression facilitates make-ready; the most difficult forms are handled with ease."

"The 29½x60 is the last sheet of a run of 740,000, and I am satisfied I can take the same press and the same plates and get half as many more with good results. The four-color covers were run on the No. 6."

"Among the equipment moved was three Optimus presses, a No. 8 purchased in 1896, two No. 4's, one purchased in 1898, the other in 1901. When taken apart it was remarkable how little they were worn. When they were re-erected they were found to run like new machines, with perfect register."

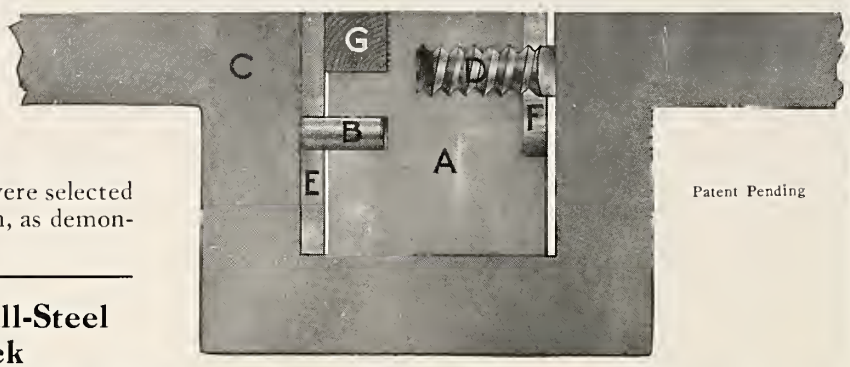
SET IN AUTHORS ROMAN

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.

IT is a significant fact that we have just booked three Steel Equipment outfits, namely, Sears-Roebuck Company, Poole Brothers Company, and the Blakely-Oswald Printing Co., all of Chicago. In each case our goods were selected because of their superior construction, as demonstrated by samples submitted.



Patent Pending

Cross Section — End View of Hamilton's Improved All-Steel Patent Cutting Stick

C — Bed of Paper Cutting Machine.
A — Main body piece of steel.
G — Auxiliary cutting strip of wood.
E — Clamping blade which secures the wood cutting strip G.
B — Guide bolts secured to Clamping Blade E.
D — Screw bolts which bind the main body piece A in the cutting machine recess, and also bind the auxiliary cutting strip G in the main body piece A at one operation.
F — Recess in main body piece A to allow the wrench to engage binding screw bolts D in renewing auxiliary cutting strip G without taking the main body piece A from the recess in machine bed C.

Hamilton's Improved All-Steel Patent Cutting Stick

Hamilton's Patent Cutting Stick has saved thousands of printers from 50 to 75% in their cutting stick bills.

The new All-Steel Stick overcomes all the difficulties with which printers have contended in the use of the old style patent stick, partly made of wood with steel trimmings.

All danger of breakage is overcome.

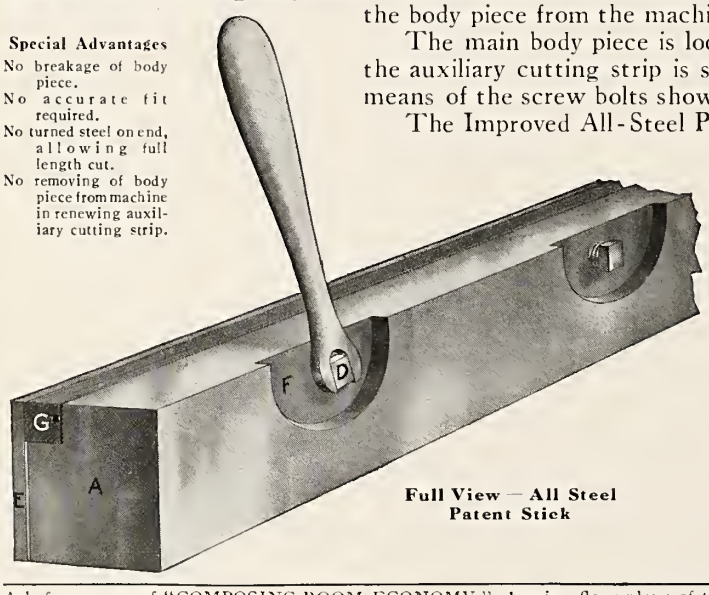
The auxiliary cutting strip is firmly held in place under the shear of the knife without resorting to the turned steel on the end, thus providing a full length cut. The auxiliary cutting strip can be removed from the main body piece and renewed or reversed without taking the body piece from the machine bed.

The main body piece is locked in the depression in the machine bed and the auxiliary cutting strip is secured in the body piece at one operation, by means of the screw bolts shown in the illustration.

The Improved All-Steel Patent Cutting Stick can be supplied in any size desired to fit any paper cutter at net prices shown in the price-list on this page.

Special Advantages

No breakage of body piece.
No accurate fit required.
No turned steel on end, allowing full length cut.
No removing of body piece from machine in renewing auxiliary cutting strip.



Full View — All Steel Patent Stick

Directions for Ordering

1 — Give size square of body piece.
2 — Give length of body piece.
3 — State how far from front edge of stick the knife strikes.
4 — State number of auxiliary strips wanted.

Net Prices of Hamilton's Improved All-Steel Patent Cutting Sticks

	Main body piece complete with screw bolts and locking wrench.	Strips per dozen.
Less than 30 in.	**$ 7.00**	**.25**
30 to 38 "	**8.00**	**.25**
38 to 54 "	**9.50**	**.40**
54 to 70 "	**11.00**	**.50**
70 to 84 "	**12.50**	**.60**
84 to 96 "	**14.00**	**.75**

Send for complete descriptive circular.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

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PALE GOLD INK 6701

THE QUEEN CITY PRINTING INK Co.
Cincinnati Philadelphia Dallas
Chicago Kansas City Rochester
Boston Minneapolis Detroit

NUGGET GOLD INK 6940

Read This Mr. Printer

G. Z. MILES, President. G. M. MILES, Vice-Pres. J. J. DRYER, Secy-Treas.

The Miles & Dryer Printing Co.

Telephone Main 2851
1744-46 Lawrence Street

DENVER, COLORADO, Feb. 23, 1912.

The Autopress Company,
299 Broadway,
New York City, N. Y.

Gentlemen:

No doubt upon receipt of this you will have received our check in payment for the Autopress recently installed. To say that we are pleased would be stating it mildly, for you have demonstrated to our entire satisfaction that it does all you claim for it, and has filled a long felt want in our establishment.

We wish to call special attention to one job in particular, a full sized form on 11 x 17 sheet of French folio, containing 6 numbering machines and 2 perforating rules. This was a triplicate receipt book containing 60,000 impressions. We felt this was impossible to run, in fact when your instructor said he could run it, we thought we would have to lift the form; but he not only demonstrated that the Autopress would handle it, but obtained an average of 2200 impressions per hour which we are candid to admit is the work of four Gordons for a job of this kind.

We wish to extend to you our sincere thanks for the interest you have shown in this installation and your courteous treatment has made this a most pleasant business transaction, and from the business like way with which you have conducted this matter, we cannot but feel assured that your interest in our welfare and success will be amply proven by the prompt care and attention you agree to give our future favors.

Again thanking you for your many favors and hoping the near future will see another Autopress in our establishment, we remain,

Very truly yours,

The Miles & Dryer Printing Co.

By _____ Pres.

Who could ask for stronger evidence of the wonderful ALL-AROUND UTILITY of the Autopress than is expressed in this letter?

No wonder Miles & Dryer are pleased. Read the second paragraph of their letter with particular care.

Miles & Dryer have lots of company in their enthusiastic admiration of the Autopress. Right in their own beautiful city of Denver, where good printing is the rule, Autopresses are daily gaining new recognition. Ask Wahlgreen, or the C. F. Hoeckel people, or Kistler, who has just installed his SECOND Autopress.

Throughout the country the story is the same. In the Rocky Mountain region, the Franklin Press, at Pueblo, Colo.; the Citizen Printing Co., at South Omaha; the Stockyards Printing Co., at Kansas City, are merely suggestive instances.

Remember this: The Autopress is THE ONE JOB PRESS THAT COMBINES THE CAPABILITIES OF ALL OTHERS. It does all that a platen press can do, and does it from 3 to 5 times as fast, without a hand feeder. It does all that a pony cylinder can do and does it better and faster, and saves the feeder's pay.

In a word, The Autopress is the Printers' short cut to increased profits.

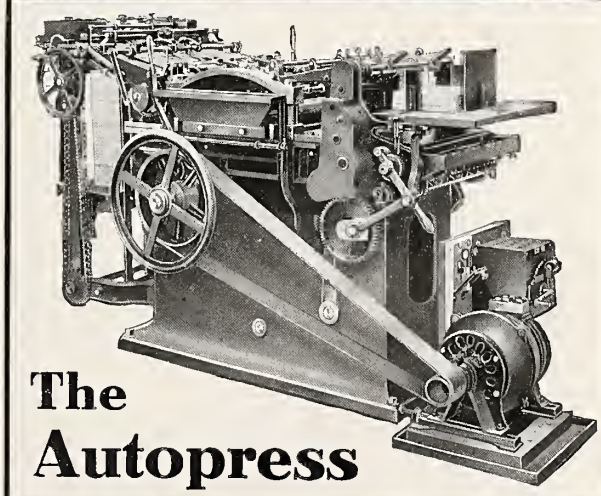
The Autopress Feeds Itself

and prints, counts, delivers, stacks and jogs the paper—all automatically at

5000 Per Hour from Type or Flat Plates

Write today for full information about this wonderful machine that is revolutionizing job work and increasing job work profits everywhere.

Sold on Easy Terms



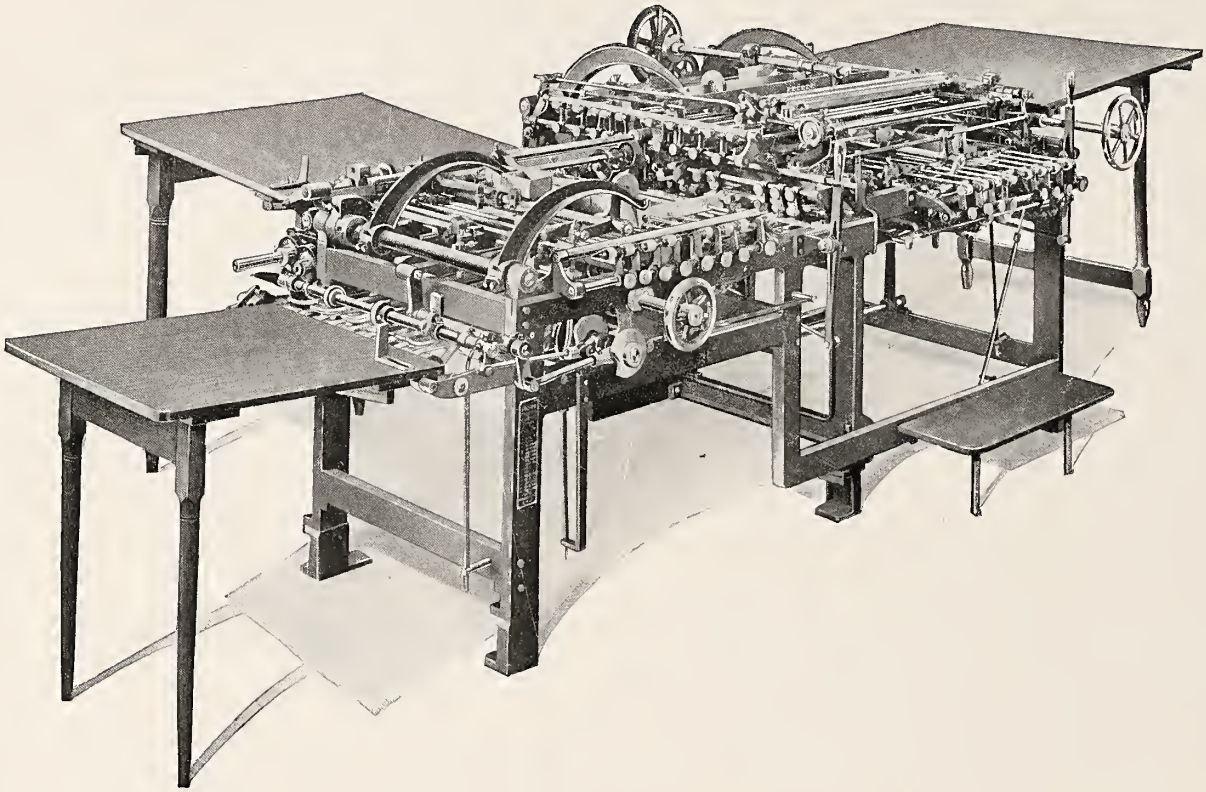
The Autopress

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
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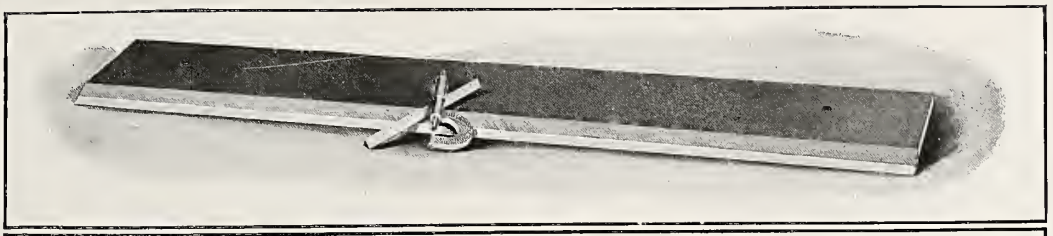
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"New Process" quality. New package.

"COES" warrant (that's different) better service and

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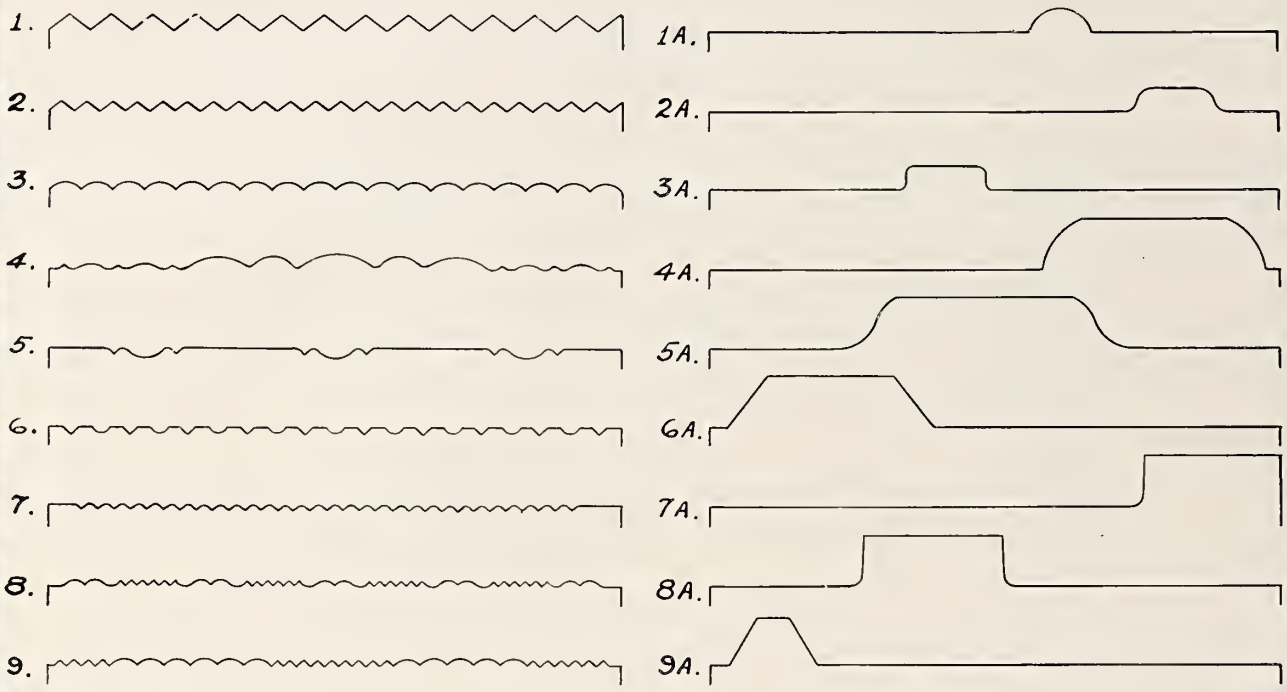
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First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
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First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

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Some Special Shapes Cutable

on Oswego Cutting Machines with the Vertical Stroke Attachment.

For a few dollars your new double shear stroke Oswego Auto Cutting Machine may be equipped for special work that brings an extra profit.

The Oswego method cuts the maximum output accurately within the least floor space and with the least expenditure for power and of effort.

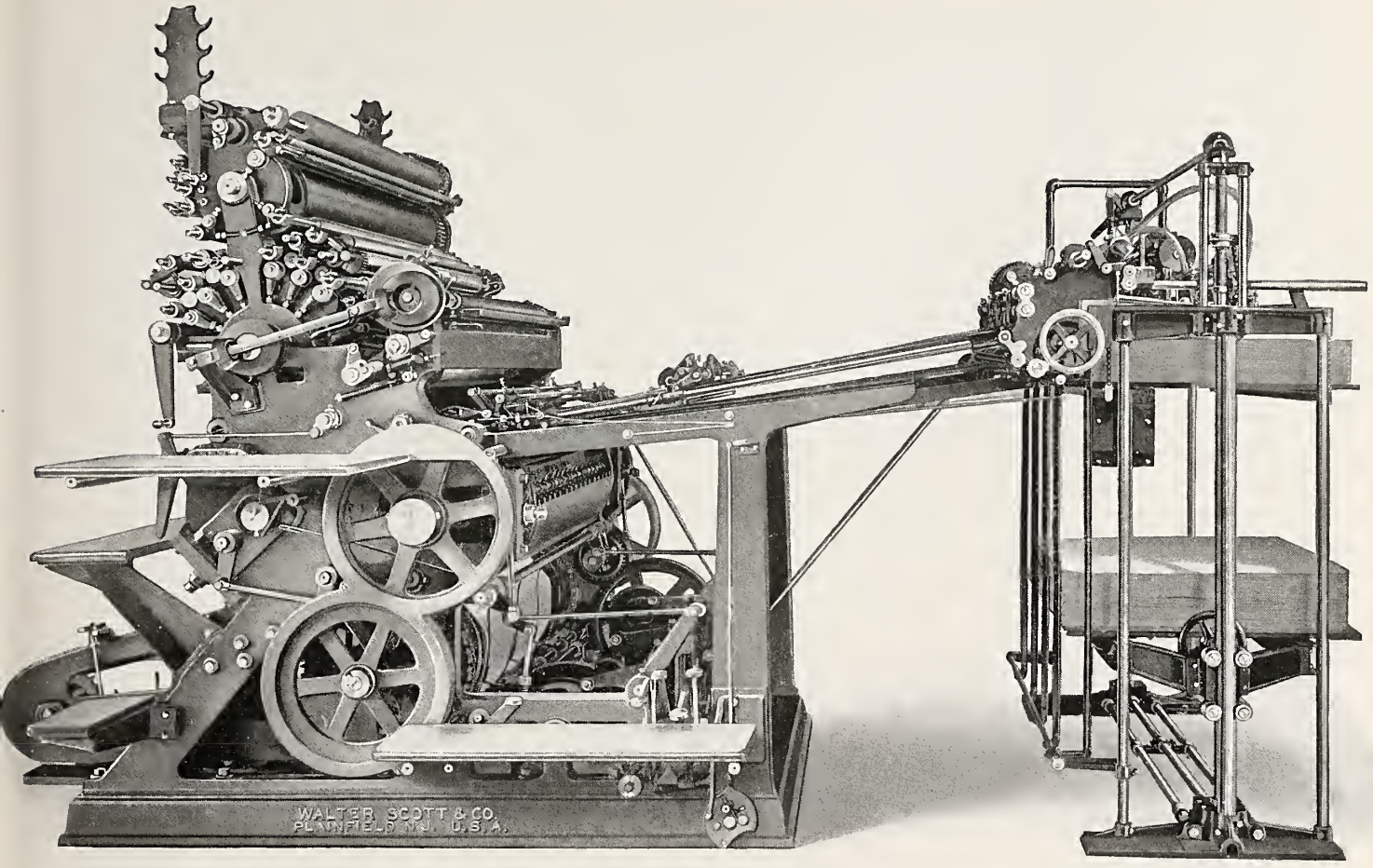
It will be a pleasure to help you with your cutting problems.

Write to-day for "Contracts for Oswegos"

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor — OSWEGO, N. Y.

Cutting Machines Exclusively — Ninety sizes and styles 16 inch — 84 inch



IN THE EAST, WEST, NORTH AND SOUTH

The SCOTT

Six-Roller Rotary Offset Press

Has demonstrated that it is the only Offset Press that has made color-printing on this type of machine

A COMMERCIAL SUCCESS

The Scott Six-Roller Press registers to a hair, and with the improved ink distribution prints the heaviest bodies of color or the lightest tints equally well.

THE LISTS OF USERS

shown in last month's advertisement is growing weekly. Your name on the list would be a sign that your plant is up to date.

YOU CAN ALWAYS DEPEND ON SCOTT LITHO. MACHINERY

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I. T. U. Course in Printing Benefits Employer and Employee

This Course teaches the principles of design and color harmony that underlie display typography.

In applying these principles the student does every-day jobwork in type or with sketches, as suits his convenience.

Instruction is given by correspondence, the lessons being scrutinized and marked by capable instructors. They are returned to the students with typewritten reason-why comments explanatory of the markings.

Hundreds testify to the efficiency of this method. The Course is an all-round trade benefactor. It helps the employer when he happens to know the worth of good printing. Here is the testimony of a thirty-year-old Ohio student on these points:

> The benefits derived from the instruction which I have already received are helpful in many ways. Two, particularly, I wish to mention: First, the employer demands a higher price for the advanced quality of his product. Second, he in return expresses his appreciation in the pay envelope. It has worked that way with me for three successive years, together with at least half a dozen different propositions which I have refused.

If you are interested in composing-room activity, you are overlooking a good bet if you are not fully informed about this trade educational effort.

You can procure information by dropping a postal to

THE I. T. U. COMMISSION

632 South Sherman Street, Chicago, Ill.

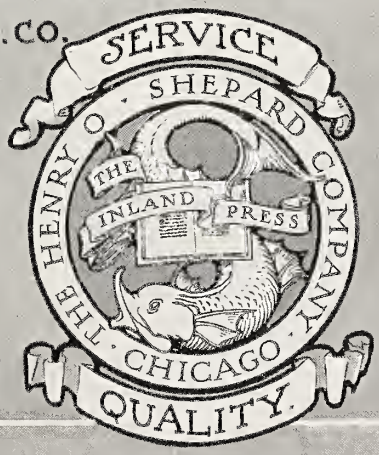
The price — $23 for cash, or $25 if taken on the installment plan of $2 down and $1 a week till paid. This is less than actual cost. The International Typographical Union not only defrays all promotional expenses, but gives a rebate or prize of $5 to each graduate.



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SUCCESSORS TO THE INLAND-WALTON ENG. CO.

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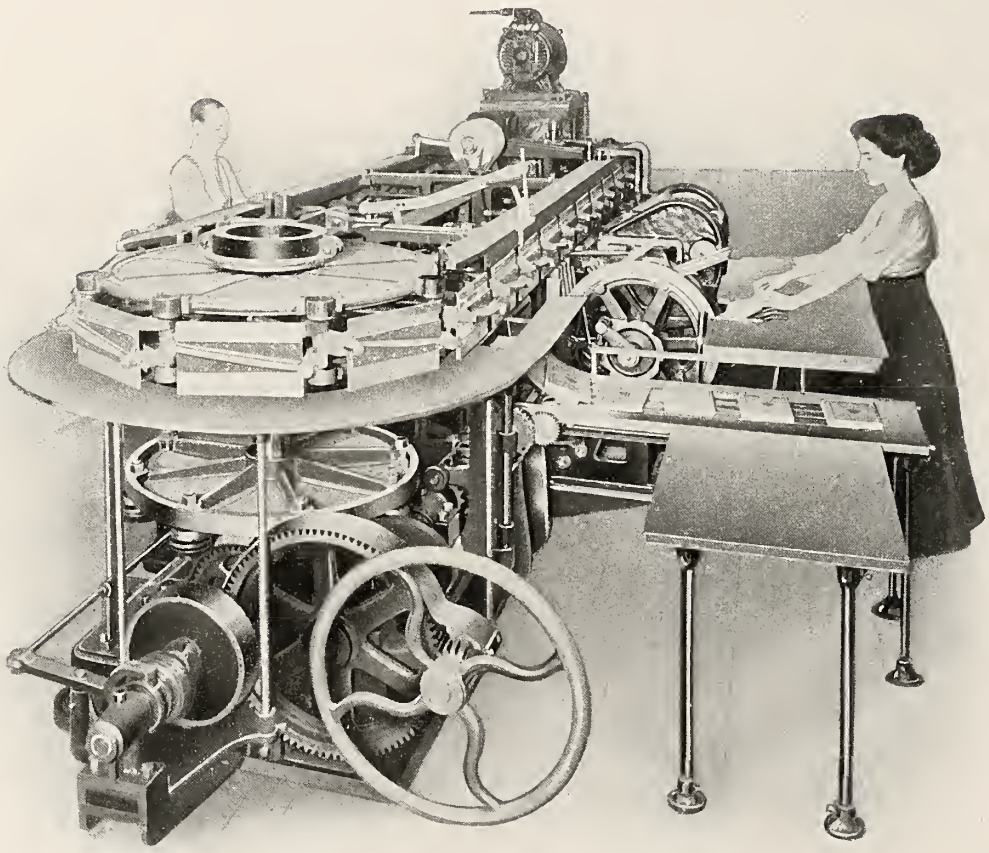


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Let us send you our booklet on Binders, Coverers and Gatherers

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Fig. 19 *Fig. 20* *Fig. 21*

Regular Job of 25,000 impressions done at H. S. CROCKER CO.'S, San Francisco, Cal. with Aut & Wiborg Co.'s WONDER BLACK No. 1031-83. Without slipsheeting.

H. LIEBES & CO.
SAN FRANCISCO, CAL.



H. LIEBES & CO.
SAN FRANCISCO, CAL.



Fig. 16 *Fig. 17* *Fig. 18*

Regular Job of 25,000 Impressions done
for H. S. CROCKER CO.'S, San Francisco, Cal.,
with Ault & Wiborg Co.'s WONDER BLACK
No. 1011-83, Without slipsheeting

H. LIEBES & CO.
SAN FRANCISCO, CAL.



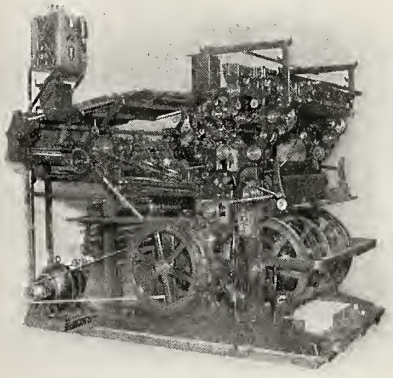
SPRAGUE ELECTRIC CHRONICLE

APRIL NEW YORK, N. Y. 1912

Electric Drive Applied to Printing Machinery Reduces Expenses

The new scientific management of printing plants recognizes the electric drive as one of the prime factors in reducing the cost of production. While reducing the power expense it also increases the output, thereby effecting a two-fold profit.

With the individual electric drive a press or other machine does not consume power except when in action. The overhead line of shafting is constantly eating up profits, as power to run it is necessary if only one machine on the line is busy, but with the electric motor you pay for only the power actually used when working. If one press, for instance, is running overtime, you do not have to pay for enough power to run the whole establishment — you only pay for the power necessary to run that press.



Round Type Motor Belted to Kellogg Rotary Offset Press

The line of shafting and belting is a source of danger and deterioration. There is danger of the pulleys and belts slipping or working loose, and if any part fails it may smash a press or injure a workman. There is also danger of getting caught in the fast-running belts. Flying oil from the shafting and belts deteriorates stock and increases its cost. A further waste of time and space is due to the old-fashioned method of shafting and belting, as the machines must be placed convenient to the shafting. With the individual drive, the presses, etc., can be placed to the best advantage for light and for progressive steps in the work.

In addition to increasing the working facilities of the shop, the presses can be speeded up to meet the requirements of the work in hand, thereby giving a greater output, or shortening a given run, and leaving the presses ready for the next job.

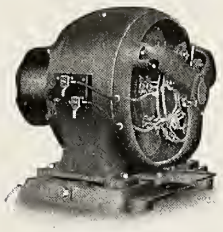
There are many other advantages, but even in the above brief lines you will find economy of four kinds:

Economy of power.
Economy of stock.
Economy of space.
Economy of time.

Sprague Electric Motors Specially Adapted to Printing Machinery

In the early days of electric-motor application, Sprague Electric Motors were developed to meet the special requirements of the printing and allied trades, and the manufacturers ever since have been on the alert to keep them up to date, and the motors are to-day, as they were twenty years ago, unsurpassed for driving all kinds of printing machinery. They are specially designed and constructed for this class of work and are the motors that give uninterrupted service, and that means a whole lot to the busy printer.

Sprague Electric Motors are used all over the civilized world, and drive machines from the smallest size up to the largest type of newspaper presses. Their popularity increases as the art of printing advances. They range in size from 1-50 horse-power up to 500 horse-power.



Type D Motor

If you have use for electric power in your plant just take a sheet of your letter-head and ask for a copy of Bulletin No. 2374.

Ventilation Bad in Most Printeries

A certain Board of Health decided that it was just as bad to put dirty air into the lungs as it was to put dirty food into the stomach. That seems sensible, doesn't it?

Why is it that printing-shops generally have a reputation for poor ventilating? Is it because printers are so engrossed in turning out beautiful specimens of the Art Preservative that they forget they have to breathe?



Sprague Electric Motor Connected to Disc Fan

Now that your attention has been called to it, why don't you get a Sprague Electric Ventilating Outfit? A small one may be sufficient. Anyway, write for a copy of Bulletin No. 3104.

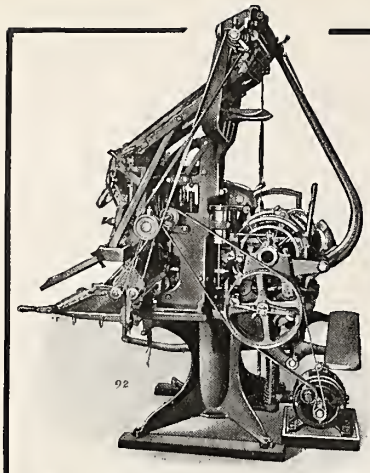
DIRECT AND ALTERNATING CURRENT MOTORS TWO AND THREE WIRE GENERATORS

SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street New York, N. Y.

Branch Offices in Principal Cities



Robbins & Myers Motors

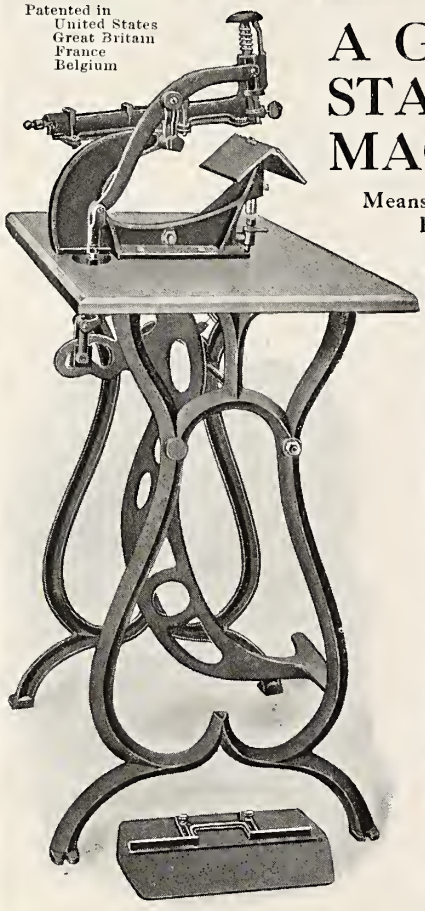
There Is One Best Way

to drive each kind of printing machinery, so that the operator can get out the maximum amount of work of which the machine is capable. For instance, the linotype requires a smooth, steady speed without vibration and without checking up at the moment of maximum load. These qualities, together with durability, make the ideal combination. We have an equally good drive for every kind of printing machinery.

THE ROBBINS & MYERS COMPANY

Main Offices and Factory :
SPRINGFIELD, OHIO
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

Patented in
United States
Great Britain
France
Belgium



A GOOD STAPLING MACHINE

Means Economy in the Printing-Office

It is an absolute necessity to every printing-office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.
112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

Printers—

If you want to produce

Highest Quality Printing

at Least Cost

use

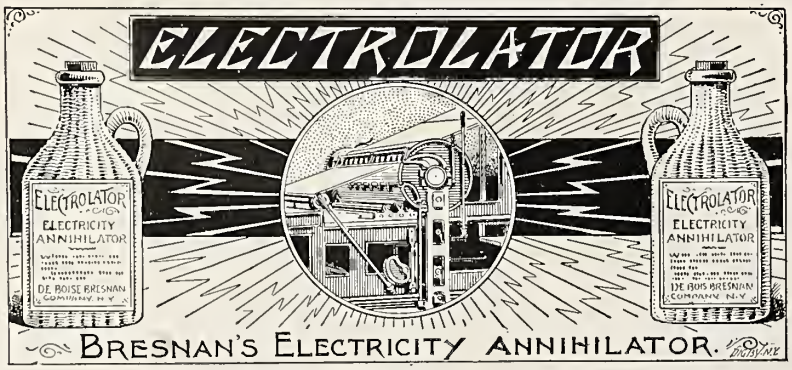
HUBER'S PRINTING INKS

J. M. HUBER 528 S. Dearborn St. CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK BOSTON PHILADELPHIA BALTIMORE ST. LOUIS

REDUCE YOUR COST BY ELIMINATING ELECTRICITY



HALF GALLON . $3.50
ONE GALLON . . $6.50

RESULTS GUARANTEED

De Boise Bresnan Co.
23 Park Row *New York*

ENGRAVERS TO THE TRADE

—

Write for Samples

If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

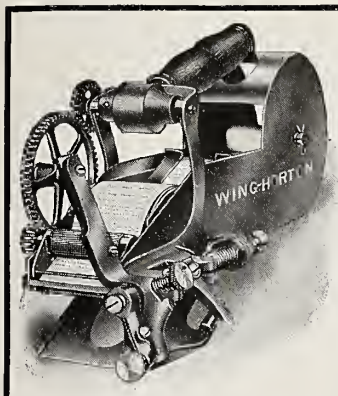
WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

Monogram Stationery

—

Calling Cards



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

JENNEY
UNIVERSAL TYPE MOTORS

ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.

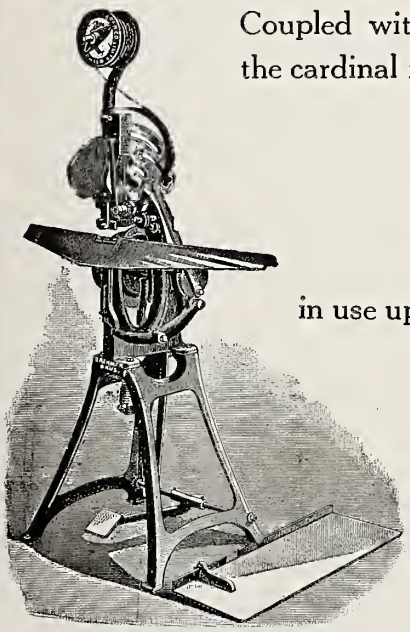
SUCCESSORS TO
Jenney Electric Manufacturing Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY
Anderson, Ind.

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

PRACTICAL SIMPLICITY



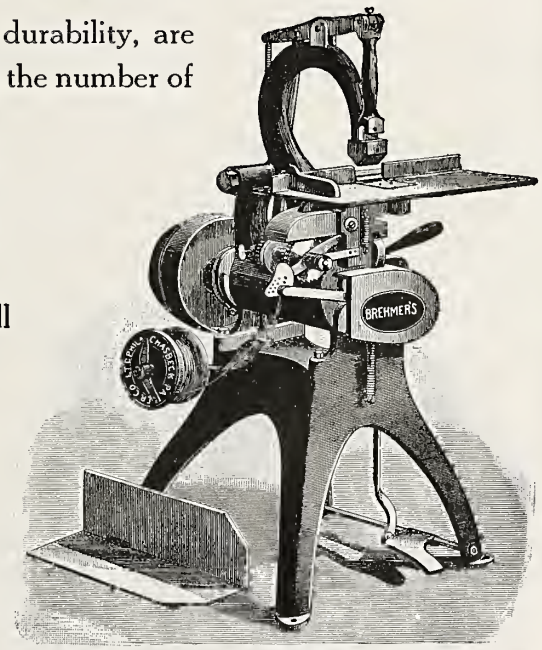
No. 33. For Booklet and other General Printers' Stitching.

Coupled with accuracy, speed and durability, are the cardinal features which have sent the number of

Brehmer Stitchers

in use up to 60,000. More than all other makes lumped together.

Let us tell you ALL about these machines and the number will jump to 60,001.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

Gummed Papers That Won't Curl

Printers have longed for a gummed paper that could be handled by pressmen in all climatic conditions, and that would not *curl* or *wrinkle.*

THE IDEAL GUARANTEED FLAT GUMMED PAPERS

supply this demand with an absolute certainty, relieving the printer of any possible *worry* or *risk.*

There is a growing demand for gummed paper specialty printing at a good profit, and the printer can safely test our guarantee on his first small job.

Our line of non-curling gummed papers is made in a great variety of weights and colors. If you print labels or any other work requiring gummed papers, use the IDEAL brand and avoid *embarassment* and *loss.*

If the printer is an ardent student of the present-day cost system, IDEAL gummed papers will help him solve his troubles.

Stocked by leading jobbers in the United States.

SEND FOR SAMPLE-BOOK

IDEAL COATED PAPER COMPANY

BROOKFIELD, MASS.

NEW YORK: 150 Nassau Street **CHICAGO: 452 Monadnock Block**



Cut Down Your Costs

THE volume and quality of work turned out, the time and labor to do the work, the wear on presses and plates, these are the *every-day items* that determine the *cost* of the printed product.

Cost system records show conclusively that presses equipped with the EXPANSION PLATE-MOUNTING SYSTEM turn out from 25% to 50% more and better work.

Ask us what the EXPANSION is doing for the other fellows in your line. *Write to-day.*

The Challenge Machinery Co.

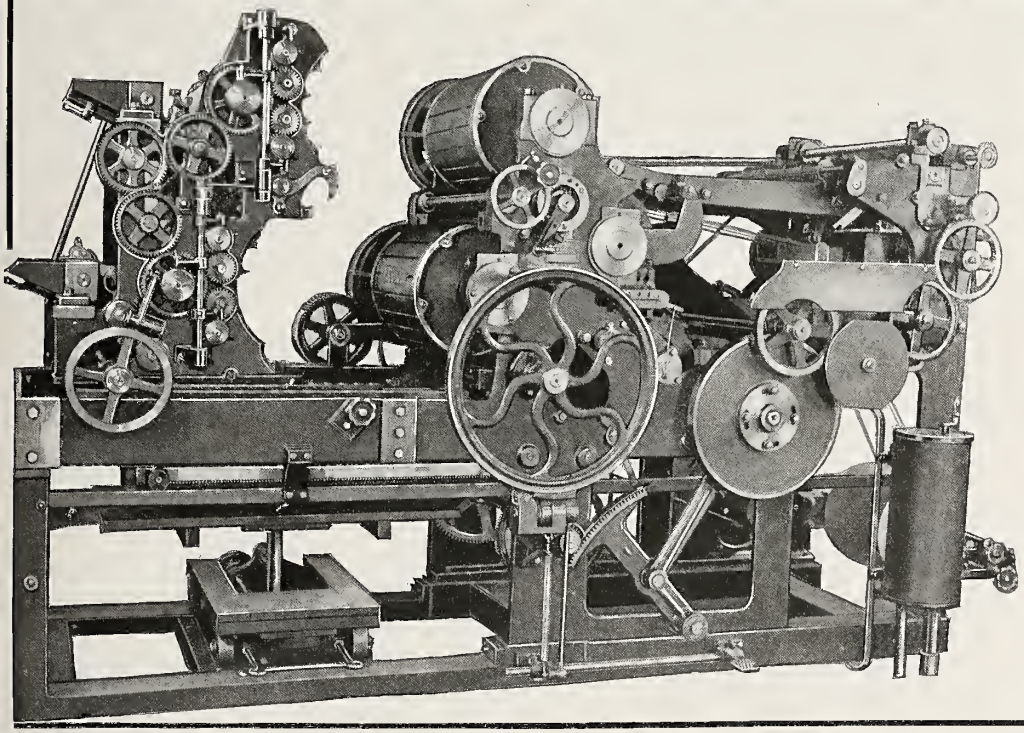
Grand Haven, Mich.

124 South Fifth Avenue, Chicago

ARE YOU IN PRESSING NEED?

IF SO, DO NOT HESITATE—WRITE US ABOUT IT

KIDDER TWO-COLOR 40" x 48" ADJUSTABLE ROTARY PRESS



Note method of back racking the inking mechanism as an entire unit. Gives free access to the plate cylinders, make-ready, etc.

KIDDER PRESS COMPANY

Main Office and Works: DOVER, N. H.

New York Office: 261 Broadway

GIBBS-BROWER COMPANY

AGENTS

Canada: The J. L. Morrison Co., Toronto, Great Britain: John Haddon & Co., London. South America: J. Wassermann & Co., Buenos Aires.

Waite Die and Plate Press

USERS' OPINIONS

"If we were to order another press to-day we would order the 'Waite.'" —CLARKE & COURTS, Galveston, Tex.

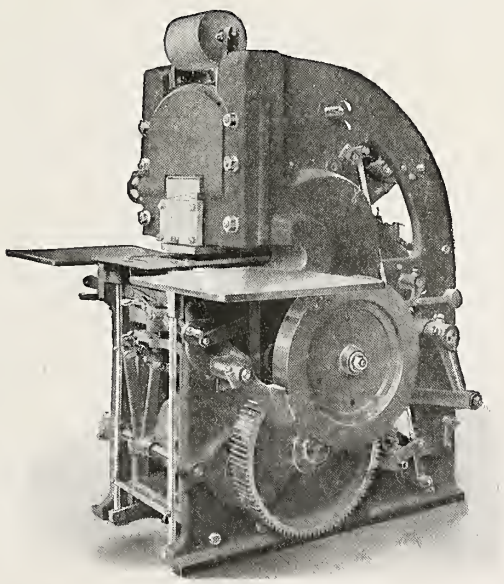
"We freely express the utmost satisfaction, getting the best of results as to quality of work together with output. Contrary to reports the machine is not complicated and we can, without hesitation, recommend the 'Waite' to any prospective purchaser."
—THE CARGILL CO., Houston, Tex.

"In our opinion the 'Waite' is the best press in the market. It has the best wiper of any of the presses, owing to the fact that it wipes more like the human hand would wipe a plate, while other presses have a flat wipe."
—AMERICAN STATIONERY COMPANY, Buffalo, N. Y.

"The above (Plaza Hotel) letter-head plate has had 85,000 impressions at a speed of 30 a minute on our 4 in. x 8 in. Waite Die Press." —CAMERON & BULKLEY, New York, N. Y.

"We are pleased to state that our 6 in. x 10 in. Waite Die Press is giving us good service. This press is running dies the full limit of the die box on a high grade of close color stamping with excellent results." —GEO. C. WHITNEY CO., Worcester, Mass.

"We are enabled to do a class of work on it that can not be done on any other die press in our plant, and we have several of various makes." —E. A. WRIGHT, Philadelphia, Pa.



AUTO FALCON & WAITE DIE PRESS CO., Ltd.

NEW YORK LIFE BUILDING, 346 BROADWAY, NEW YORK

Factory, Dover, N. H.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

The Juengst Gatherer - Stitcher - Coverer

The Only Three Machine Combination

in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.

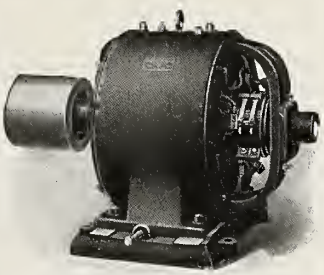


"Hoole" Hand Pallet Machine

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

What Are Your Power Requirements?



Why not buy your motors from specialists and get free advice on the subject? You will get better motors — lower prices — and more satisfactory service by doing so.

Motors for printing-presses have been our specialty for 21 years.

Write for our printers' guide — you will find it indispensable. Copy free to any printer.

The Triumph Electric Co.

Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES



Printers Learn Advertising

It is a natural step from printer to advertising man. The printer already has good advertising judgment, for he makes a study of typographical effects — displays — and composition that will attract.

The majority of successful advertising men have laid the foundation of their knowledge in the print-shop. Hundreds of printers have been helped to high-salaried advertising positions by the International Correspondence Schools' Course in Advertising.

This Course is written by some of the greatest experts in the country. Besides this, the I. C. S. are themselves successful advertisers and their 20 years' experience is proof of the soundness of the principles taught in this course.

There is no reason why you can not step from the case or the press into the advertising field where good men are in great demand. Your success is assured if in addition to your printing knowledge you learn the essentials of Copy Writing, Managing Appropriations, Planning Campaigns, Illustrating, Mediums, Catalogue Writing, all of which are included in the I. C. S. Course.

To learn more about the I. C. S. Course in advertising, fill in and mail the attached coupon.

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____

The Mechanical Excellence of This Press

is sufficient alone to convince any printer that our claims are correctly founded. There are many "ins" and "outs" for a printing press builder to "trim" in quality and value — but here is where we have held to the one fixed plan of *skimping* nothing, using only the very best material and workmanship; the result —



The Swink High-Grade Two-Revolution Press

has proven the measure of perfection — leaving little to be desired.
Its construction is powerful and rigid. The SWINK press rightfully occupies the attention and interest of the printers because of its twentieth century facilities and efficiency. Its present achievement — what it has *done* and *proven* — is a safeguard to the prospective buyer.

High speed, perfect register, book form or four-color work, and it is equipped with the best inking system. *Catalogue will be supplied upon request, or special representative will call and see you*

The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ Our new specimen-book is now ready and will be sent on request.

These Specimens Were Run from Our Regular Stock Inks in the Ordinary Way and Demonstrate What Can Be Accomplished with D. H. R. Inks on a Power Die Press by Any Competent Operator

¶ Our Inks are heavy-bodied, wipe easy, and dry hard free from tack.
¶ D. H. R. Plate Finish Inks produce the finest effects of steel-plate work, dry hard, and will not feather or offset.

Denny, Hilborn & Rosenbach

PHILADELPHIA, PA.

GEO. RUSSELL REED CO., SAN FRANCISCO, CAL., Agents for the Pacific Coast.

CAN YOU SELL PRINTING TO ADVERTISING MEN?

ADVERTISING men, the buyers of printing, are more and more demanding that what they buy shall be fine in press work, lay-out, design and illustration. This means that if you will sell them, your work must be better than your competitor's in every respect.

THE GRAPHIC ARTS YEAR BOOK is filled with material and ideas that advertising men all over the country have passed upon. It shows the kind of work they are demanding, and it tells how to produce it.

Ten complete sections edited by men who know—and whom you know—deal with every phase of the printing trade. Besides that there are articles on Cost Systems, Efficiency Methods, Printers' Buildings and other subjects.

Introduction
HENRY LEWIS JOHNSON
Boston, Mass.

Photo-Engraving
E. W. HOUSER
Pres. National Engraving Association

Electrotyping
HENRY L. BULLEN
Librarian American Typographic Library

Process Color Work
RAY BROWN
Art Director Butterick Pub. Co.

Lithography
J. ALBERT HEPPES
Mgr. Lithographic Dept., Andrew H. Kellogg Co.

Rapid Printing Intaglio Process
GEO. S. BARLOW, Specialist

Typography
WALTER B. GRESS
Art Director Crowell Publishing Co.

Paper
M. H. GRASSLY
Adv. Mgr. Paper Mills Co., Chicago

Ink
JAMES A. ULLMAN
Sigmund Ullman Co., N. Y.

Binding
RALPH FLETCHER SEYMOUR
Chicago

There is only one way for you to make two dollars where you are now making one. That is by getting more and bigger profits from better and more progressive methods. These can be found in the GRAPHIC ARTS YEAR BOOK. *Get it now.*

To INLAND PRINTER, Chicago, Ill.

Please enter my (our) subscription for the 1911 edition of THE GRAPHIC ARTS YEAR BOOK, known as Vol. V., and forward by express to the following address:

*Signed*_____

_____

400 pages, 8 x 10, bound in half-leather. Forwarded to all points in the United States and Canada by express or mail prepaid. Price $5.00. Foreign postage 30 cents extra to countries in the Postal Union.

SELLING IDEAS

WHETHER your specialty is fine catalogues or fine letter-heads, you know that original, attractive ideas are what sell your product.

Those ideas govern the design, the lay-out, and the general treatment of the subject. You may produce them; your lay-out man may conceive them or some one of your employees may suggest them, *but they must be there.*

No man can produce attractive, selling designs who has no chance to see what others have done and are doing. No man can produce something better than his competitors if he does not know what they can produce.

Don't restrict yourself and your business; get the GRAPHIC ARTS YEAR BOOK. It is compiled for you, and is filled with the best that has been produced during the year. It is brimming with *selling ideas.*

SAVING IDEAS

Have you business problems? Does your press room always return you profit? Of all businesses, that of printing requires the most careful supervision.

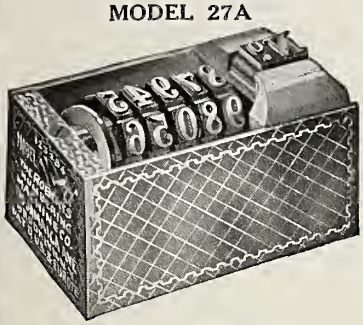
Secure the GRAPHIC ARTS YEAR BOOK and learn how others keep their presses running all the time; their composing rooms busy, and their profits always large. It will pay you to investigate.

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

No. 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

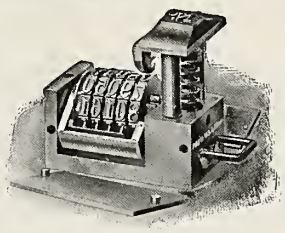
ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



LIGHT-WEIGHT PAPERS *for* BOOKS & CATALOGUES are favored by progressive Publishers, Printers and Advertisers because they are *Attractive* as well as *Economical.*

Our imported paper No. 10333 is a very attractive sheet, takes Half-tones nicely. It is *the paper* for your Catalogue.

Write for printed sample 10333L.

PARSONS TRADING CO.

NEW YORK

LONDON BOMBAY BUENOS AIRES SYDNEY
MEXICO HAVANA WELLINGTON MELBOURNE
CAPE TOWN

The Roberts Silk Stitching Machine

¶ The only machine made for double stitching with Silk Floss, Mercerized Cotton and Thread, used in binding Catalogues and Booklets with the *knot in the center.* The machine will stitch in one hour as many books as an expert hand stitcher will stitch in one day.

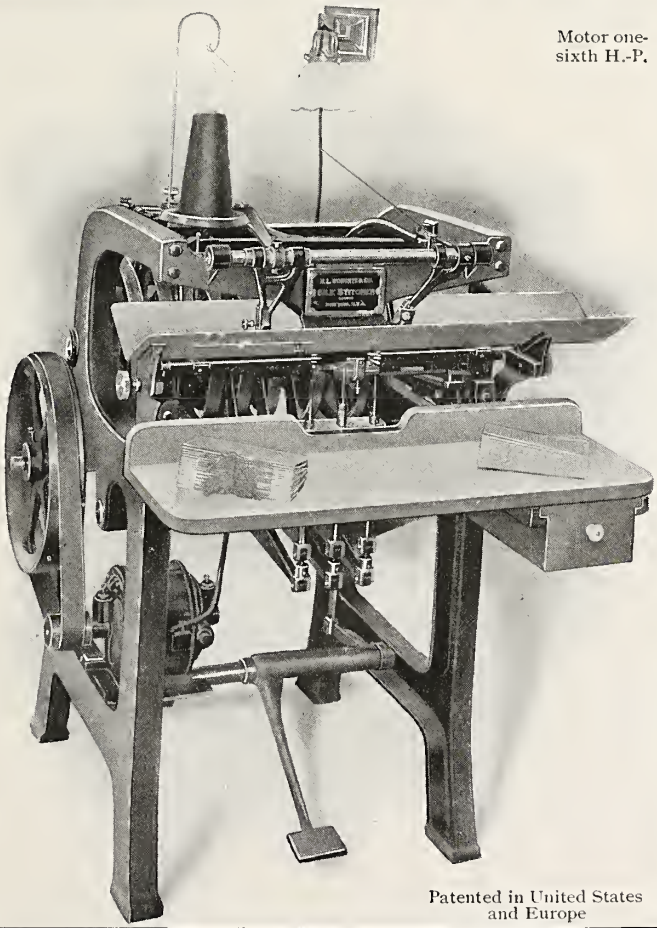
¶ "NEAR SILK" is something new. An excellent substitute for rope silk. All shades carried in stock. Send for samples.

Further information, with catalog showing stitch, can be had on application

H. L. Roberts & Company

701 World Building NEW YORK

Factory: 85 and 87 Adams Street, BROOKLYN, N. Y.



Motor one-sixth H.-P.

Patented in United States and Europe

For every conceivable purpose that Gummed Paper is used, printers are going to earn more money by using

Non-Curling GUMMED PAPERS

We know how to make them, and all our paper will be found to lie flat.

We can supply in rolls or sheets

Samuel Jones & Co.

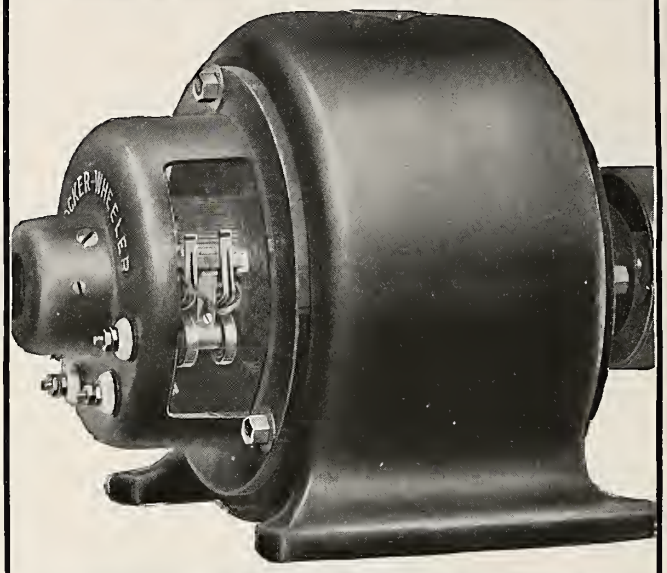
WAVERLY PARK, N. J.

Established in England in 1811

MORE THAN

$1,000,000

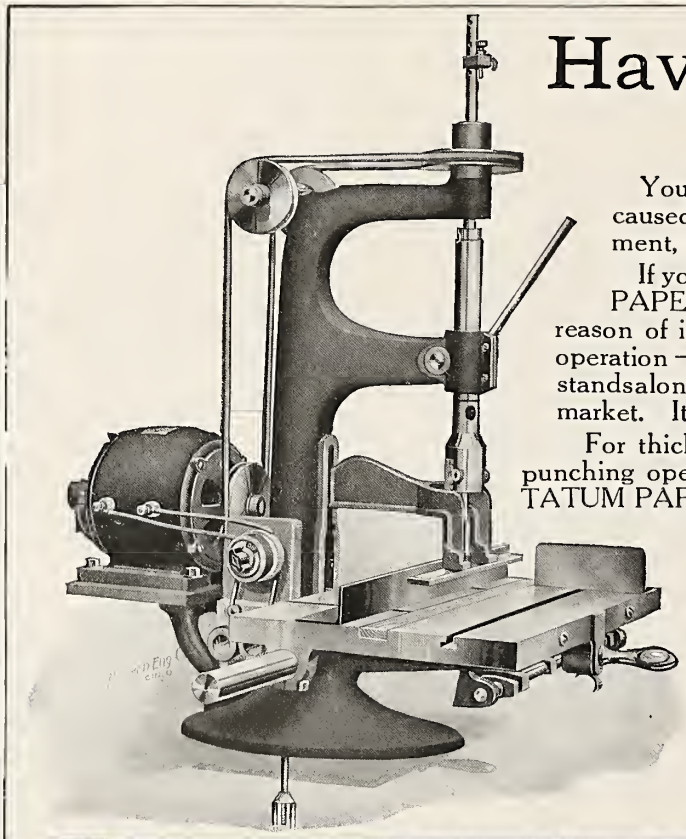
have been spent for Crocker-Wheeler Form L small D. C. motors.
Why?
Because they have invariably stood for a saving in dollars and cents.



There are good reasons why they should. Our Bulletin 142 E tells what they are. You should have this bulletin for the information it contains, whether you need motors now or not. Our nearest office will send it on application.

CROCKER-WHEELER CO.

AMPERE, N. J. BIRMINGHAM BOSTON CHICAGO CLEVELAND
DENVER DETROIT NEWARK NEW HAVEN NEW YORK
PHILADELPHIA PITTSBURG SAN FRANCISCO SYRACUSE



Have You Paper Drill Troubles?

You are certainly familiar with drawbacks and delays caused by a poor Paper Drill in your bindery department, and why not take steps to improve the condition?

If you will investigate the merits of the NEW TATUM PAPER DRILL you will quickly concede that it is—by reason of its simple mechanical features and its successful operation—entirely outside the field of competition. It standsalone as the one most successful paper drill on to-day's market. It really drills, and drills with satisfaction.

For thick drillwork beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM PAPER DRILL will do the work. Especiallyadapted for railroad tariffs, telephone directories, order blanks, calendar cards and similar work.

A Few Special Features

The table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

Drills are hollow—a very important feature—avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through.

Ask for our descriptive leaflet supplying further details.

Main Office and Factory:
Cincinnati, Ohio.

THE SAM'L C. TATUM CO.

New York Office:
180 Fulton St.



Dual L Ruling Machine

HICKOK

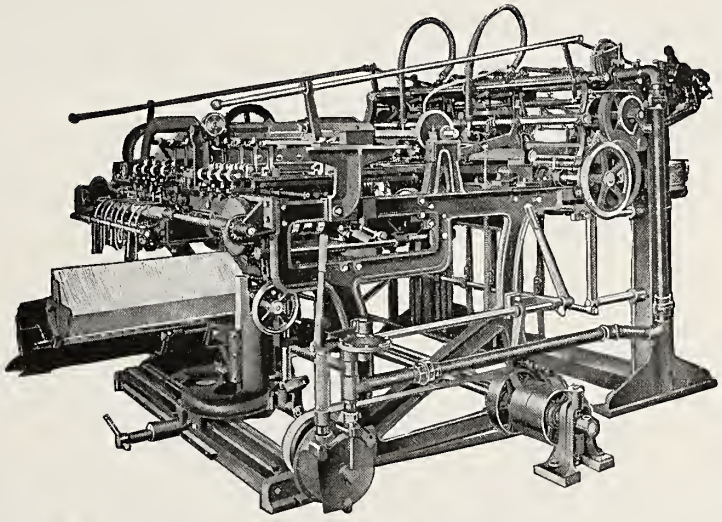
Paper-Ruling Machines and Ruling Pens

Bookbinders' Machinery

THE W. O. HICKOK MANUFACTURING CO., Harrisburg, Pa., U.S.A.

Established 1844 MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto Incorporated 1886

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

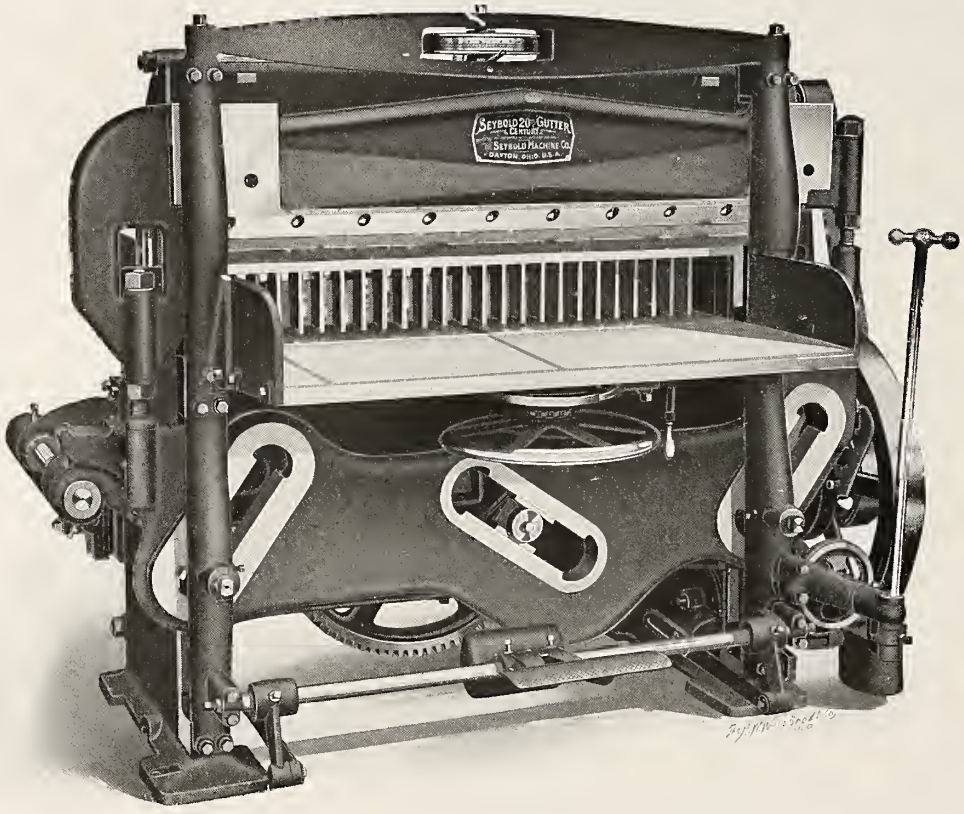
THE PRICE IS IN THE MACHINE.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: : : : : : : : 524 West Jackson Boulevard

The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes.

The Seybold 20th Century is the *one* cutting machine that produces *smooth and even* cutting.

WHY?

Because the shear and down cutting strains are *concentrated* and *come directly beneath the table,* the *strongest* portion of the machine, consequently *freeing the knife bar entirely from vibration.*

On all other cutters the knife bar is guided *above the table.*

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

A Complete Catalogue of Keystone Steel Equipment

We are now mailing our customers our complete catalogue of steel equipment. It is the first of its kind ever issued, and indeed ours is the first line of steel printers' furniture ever offered for sale in this or any other country. We absolutely lead the world in this class of goods, and while we know imitators will follow, it is our purpose to keep our product and service in advance of all others.

The catalogue is mailed to all customers having our complete specimen book and will be forwarded to others interested in this modern equipment if a request is sent us.

No printing concern can avail of the greatest efficiency or the lowest cost of operation until it has installed these great labor-saving devices. To defer investigation is a needless loss. Let us modernize your plant now and get cost down to a rock bottom basis. You are not otherwise competition proof.

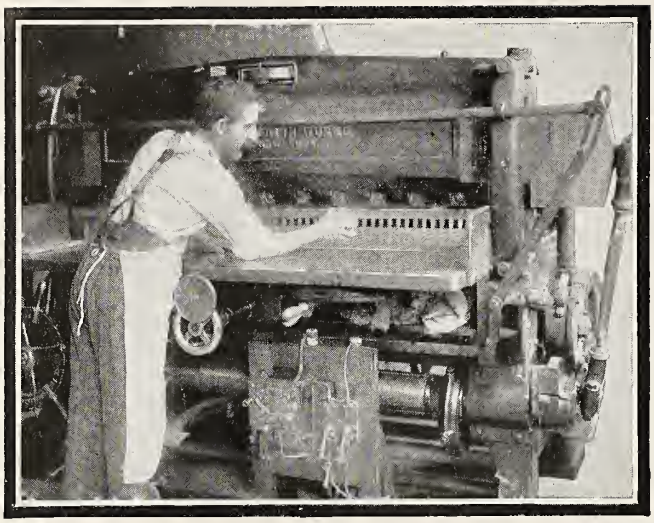
Special features: modern steel construction, fire proof, sanitary, space-saving, labor-saving, money-saving and every piece skillfully designed and made.

Keystone Type Foundry

Originators and Manufacturers of Steel Printing Plant Equipment

Philadelphia New York Chicago Detroit Atlanta San Francisco

Set in Harris Roman and Ayer Series



When the Paper Cutter Knife Goes Dull—

Don't wait to take it from the machine and have it reground — have a

Carborundum Machine Knife Stone

handy and run it over the dull knife two or three times — that's all that is necessary to make the edge keen, smooth, clean cutting — to stop it from feathering the stock.

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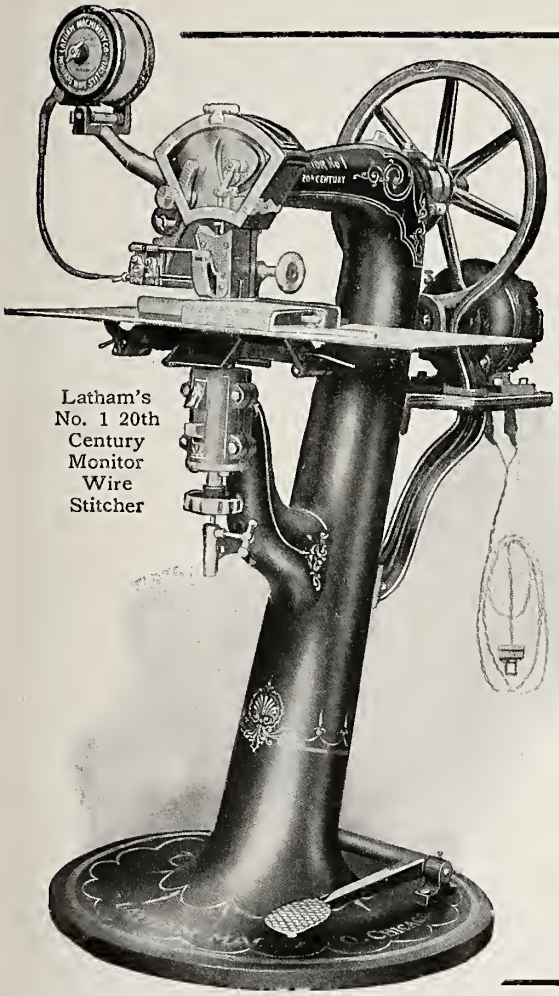
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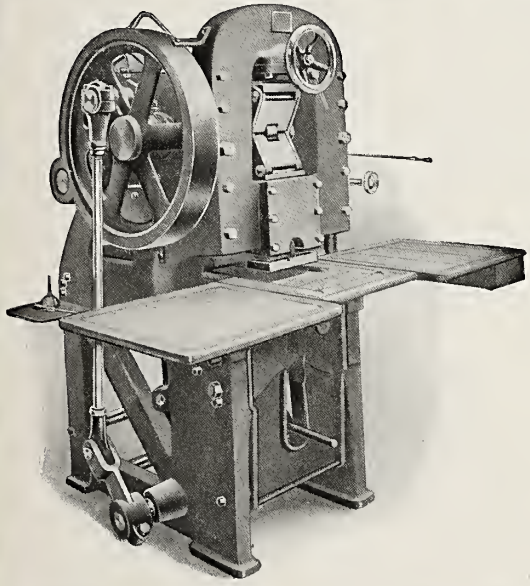
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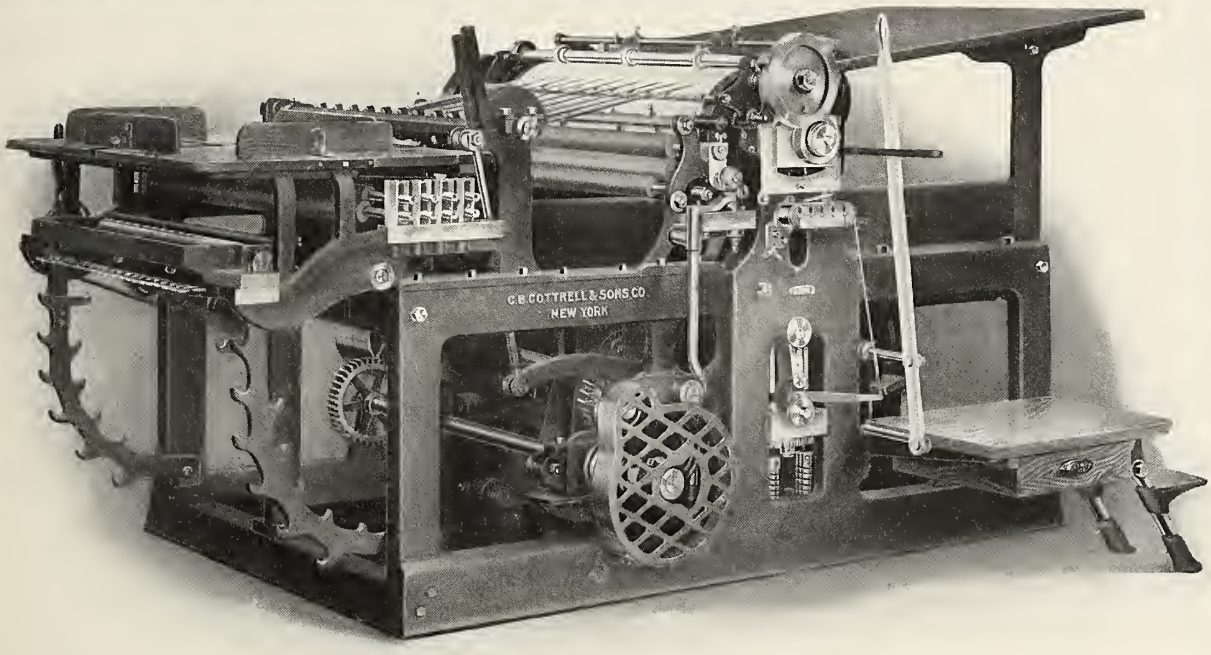
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VOL. XLIX APRIL, 1912 No. 1

Our Best-Paid Steel Engravers and Their Work

By Waldon Fawcett

THE United States Government is assuredly doing its part to restore to its rightful place in popular appreciation the art of steel engraving and plate printing. This artistic and enduring medium of the art preservative has, alike to wood engraving, been superseded in great measure by the cheap, mechanical processwork of the present day. The latter, without which the rapid production and low costs of this age would have been impossible, assuredly has its place, and a very prominent and indispensable one, in the reproductive field; but admirers of the highest refinements in the printing art could not but feel regret when it appeared, as it did for a time, that there would be a complete elimination of steel engraving.

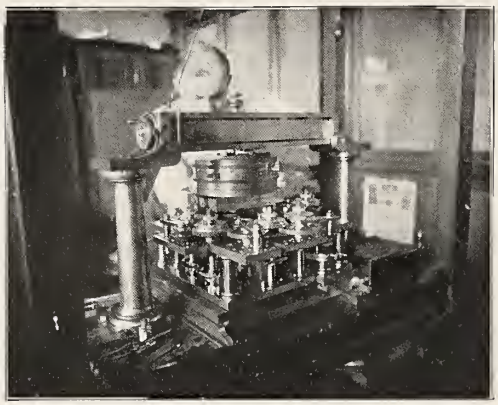


Very latest portrait of Director Ralph, of the United States Bureau of Engraving.

Accordingly there has been no little satisfaction in certain quarters because of the renaissance of the past few years, which bids fair to restore to something of its old vogue the art of steel-plate engraving, which is without a peer as a vehicle for the attainment of beautiful effects in black and white, presenting a combination of softness and strength with wealth of detail. The newly aroused public regard was first manifested in the keener competition at art auctions for worthy examples of the steel engraving of other days, and this has been followed by other evidences of quickened interest, including the resurrection of steel engraving for the illustration of some high-class magazines and books, and its requisition for modern art novelties, such as holiday souvenirs in the more expensive forms.

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

The opinion may be ventured that for this stimulus in popular interest the national government is partly responsible — indirectly, of course. Certainly, as was said at the outset, the Federal authorities have done all in their power to educate the present and the rising generation along this line. Of course, Uncle Sam has not sought to popularize steel engraving because it is steel engraving; but in quest of the most effective means for the embellishment of the nation's securities choice has always unhesitatingly been steel engraving, and this utilization of the art has brought it directly and intimately to the attention of every resident of the country as no other means of introduction could have done. Moreover, every effort always has been made to have every specimen of steel engraving issued by the Government represent the highest perfection of the art. To what an extent this policy has been carried will be realized if one will look over the various series of postage-stamps issued by the United States during the past third of a century. Some of these diminutive designs—particularly the various commemorative series issued in connection with notable anniversaries and international expositions — have been among the most notable ever issued by any power.



Geometric lathe at the United States Bureau of Engraving.



Expert portrait engraver at work.

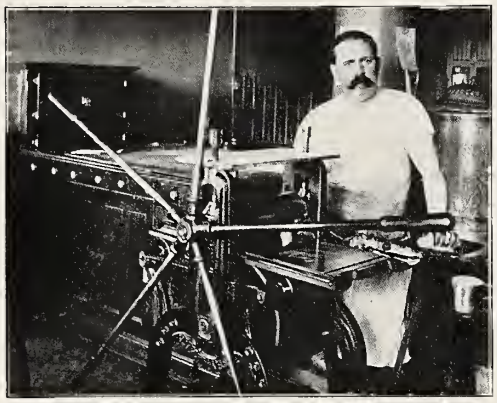


View of the engraving division, showing transfer presses.

Steel engraving is used exclusively in the production of every form of American governmental security, including bank-notes, treasury certificates, bonds, checks, drafts, postage-stamps, internal-revenue stamps, commissions, etc. It goes without saying, therefore, that the Engraving Division is one of the most important branches of the United States Bureau of Engraving and Printing — the United States Treasury Department's unique printery which produces all our stamps, paper money

and other governmental securities. The Federal officials claim that on their engraving staff are to be found the most skilful and most artistic plate engravers in the world, and these men are probably entitled to rank (when all the conditions of their employment are taken into consideration) as the best-paid engravers of steel plates in America—which means, of course, in the world, for in this field, as in most others, remuneration is higher here than in any other country.

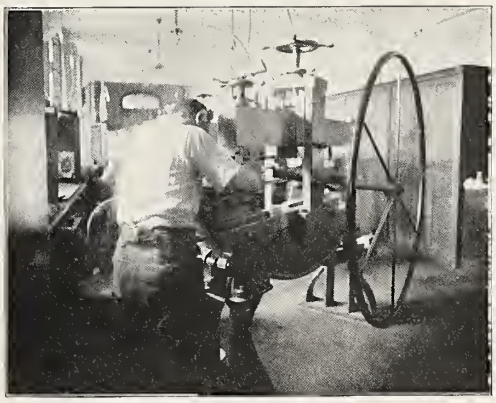
The Engraving Division at the Bureau has about one hundred and fifty employees, among whom are included twenty-one expert engravers and thirty-one transferrers—that is, operatives of the transfer presses, which, as all our readers know, play an important part in the preparation of the printing plates. Specialization is followed in the highest degree with this entire force of workers, and we see the climax of its possibilities in the proficiency of the expert who operates the geometrical lathe — that important mechanical adjunct which so miraculously supplements the handwork of the engravers and which requires a knowledge of mathematics and a special talent that amounts almost to genius.



An engraved plate on the press, ready for printing United States currency.



Finishing and cleaning an engraved plate.

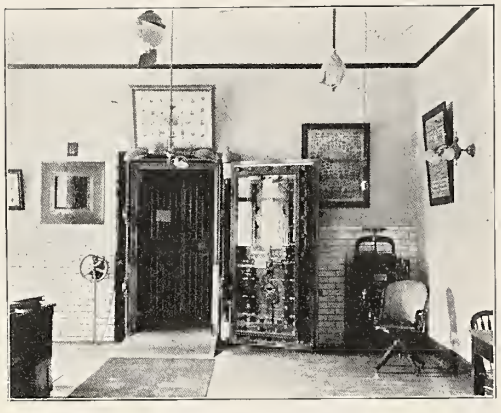


Transfer press in operation.

Most of the steel-plate engravers in the employ of the Treasury Department have acquired their skill in the government service under what might be denominated an apprentice system. And just here it may be noted that experience seems to be the invariable requisite of skill of the highest order in the manipulation of the diamond-pointed graver. Never in the history of the Bureau has a young man attained to the distinction of a master of his craft, and at the present time, as in the past, the most difficult and exacting work is in

the hands of engravers ranging from forty-five to seventy-five years of age. Doubtless one explanation of this circumstance is found in the importance of patience as a factor in this class of creative work. The enthusiasm of youth avails not, it appears, against care and plodding persistence, fortified by experience.

The Government does not, of course, receive "green hands" into its Engraving Division, but a young man who is able to pass the requisite examinations may gain entry within a year after first taking up steel engraving as a vocation. He devotes four years to what might be termed an apprenticeship, presuming, of course, that he shows sufficient aptitude and progress to justify the expectation that he will develop into an expert engraver. For his first year in the government employ he receives a salary of $500; the second year, $600; the third year, $700; and the fourth year, $840. Upon the satisfactory completion of this period of probation the engraver is jumped at once to a salary of $1,250, and thereafter his steps upward in income are regulated by his attainment of skill.



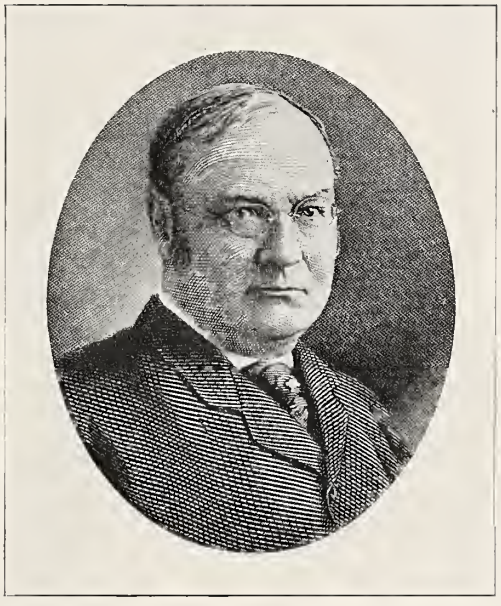
The great plate vault, where 70,000 rolls, dies and plates are stored.

In the Engraving Division the Government obviously can not regulate salary advances by tenure of service or any of the other hard and fast rules that obtain in certain fields of Federal activity. In steel engraving, as in every other artistic pursuit, every man is a law unto himself. In the main, however, it may be said that Uncle Sam is ready to recognize and reward merit — indeed, such a disposition is well nigh imperative in this field, so very limited is the number of engravers of ability. Some of the expert engravers on the government pay-roll receive salaries of $6,000 or more per year. It is possible that there are private firms which in exceptional cases pay, or have paid in the past, higher salaries; but when all the favorable conditions of government employment are taken into consideration, including the annual allowance of thirty days (exclusive of Sundays and holidays) with full pay, the Federal positions are accounted the most remunerative in the engraving field.

As has been said, specialization in its most pronounced form governs the operations of the Engraving Division. As an indication of the extent of this, it may be noted that the ordinary bank-note or piece of currency represents not merely the production of one engraver, but the combined effort of four or five different engravers, each a specialist and an expert in his one sphere. Among the specialists there may be noted portrait, script, square-letter and ornamental engravers. Quite as important as the contribution

of any of these hand carvers of steel is that of the geometric lathe which performs the lathe or cycloid work, or, in other words, produces the beautiful interwoven lines which surround the denomination counters on notes and bonds and which constitute one of the most effective obstacles to dangerous counterfeiting.

Indeed the lathe was introduced in engraving operations primarily to circumvent counterfeiters and as the immediate result of the execution of an especially formidable counterfeit of the $100 silver certificate which made its appearance in 1897. The geometric lathe at the Bureau of Engraving—which, by the way, cost $7,000—has been frequently credited in the public prints as a government invention; but this is not the case, although the officials do pronounce it a government "evolution," to such an extent has it been adapted to the specific needs of this institution. The lathe in its original form was designed for the production of metal decorative work, but has, of course, undergone numerous modifications to fit it for its present functions. The mechanism is so complex as to baffle description, but, in passing, mention may be made of one unusual characteristic—namely, that in this lathe the cutting tool is stationary and the steel plate (that is, the design under creation) moves — a reversal of the usual practice. The present operative of this lathe—the most expert the Government has ever had—has been in charge of this work for upward of twelve years. He is the only employee of the Engraving Division who is competent to operate this machine "that almost thinks," and he would appear to be as nearly an "indispensable" as it is possible to conceive of.



Engraving of Vice-President Sherman — specimen of portrait work.

Whereas the lathework was designed for and has proven an effective check to counterfeiting, the officials, in the present perfection of the art, place their greatest dependence for protection upon the portrait which is now introduced as a distinctive feature of every governmental security. It is to the portraitwork that the most expert and most highly paid of all the government engravers now devote themselves exclusively. An engraver may devote two months or even longer to the production of a portrait, laboring ever with the aid of a powerful magnifying-glass and under the tension that comes from a knowledge that the slightest slip or false cut by his engraving tool or the least miscalculation of depth or

width of line may, in an instant, set at naught the labor of weeks. The portrait engravers have in many instances worked from photographs or other likenesses of the nation's eminent men whom it was desired to picture on our securities, but in a number of cases original sketches have been made from life, and most of the later Presidents of the United States have given sittings to the Bureau's portrait engravers.

The engraving is, of course, only one step in the production of a printing plate, although, withal, the most important one and the one which represents the heaviest investment to the Government. Indeed, to digress for a moment, it may be mentioned that one can have little comprehension of what a fortune Uncle Sam has invested in steel engraving unless he can take a peep into the carefully guarded vaults at the Bureau, where there repose, under an elaborate checking and filing system, a total of more than seventy thousand dies, rolls and plates. Of this total more than twenty thousand are plates, and of this latter number about ten thousand, or approximately one-half, are currency plates — steel engraving of a very high order and very elaborate character.

The first step in the evolution of a steel printing plate of new and original design is found in the preparation of a preliminary wash-drawing designed to forecast the ensemble effect of the new stamp, bank-note or bond. When this has been duly approved by the authorities having jurisdiction in the matter, the Engraving Division proceeds with the execution of the design. As has been explained, the work of steel engraving is duly apportioned among the various specialists. All this delineation is handwork save that performed by the geometric lathe above mentioned and by a ruling machine which aids in the production of the background of straight lines which appears in some lettering. After all the various dies or original engravings on steel — component parts of the whole design — have been completed, proved and pronounced satisfactory, these dies are hardened by a secret process in use only at the Bureau at Washington.

The original dies thus produced are, of course, too valuable to be used as printing plates, and even did considerations of cost not enter, it would be impracticable thus to employ them, for the reason that dozens or hundreds of printing plates of a given design may be desired for simultaneous use on as many different presses in the printing division. Accordingly, each production of the associated steel engravers is reproduced and duplicated by the transferrers, who make use of the transfer presses for this process. The original die, serving as a negative, is, by means of the pressure exerted by the transfer machine, made to leave its impress in minutest detail upon soft steel, which thereupon becomes a positive, and, after being hardened by the process above mentioned, is in turn made to serve as a reproductive vehicle, the resulting impress being in this case, of course, a negative. This procedure is gone through with, first in the case of the different component parts of a security design, and later with all of these details assembled and united as a complete design. Before this latter stage can be reached, however, more or less work

must be done by letter and ornamental engravers in order to unite the different parts of the design (produced by different engravers) into an artistic and harmonious ensemble. A complete "original" steel die, as it is termed, may represent many months of labor; but it is a permanent investment from which an indefinite number of printing plates may be taken as needed — for, of course, the life of a printing plate is limited, necessitating constant renewal. With a perfect original in hand, the additional printing plates require only the operations of the transferrers and the finishers, who remove all scratches and other imperfections and burnish the steel before the plate goes to the pressroom.

A mild steel of the highest quality (mild, in order to eliminate danger of breakage) is one of the chief requisites of the Engraving Division of the Bureau, and the officials have of late years encountered increasing difficulty in obtaining steel of a uniformly high character. A rather baffling feature of the situation is that steel as employed in this field discloses its qualifications only after it has been subjected to the hardening process at the Bureau, and it has been found that in the case of the printing plates fluctuations in the quality of steel will result in a variation of ten thousand impressions or more in the "life" of a printing plate. The average period of usefulness of a plate is about fifty thousand impressions, but there have been instances where more than sixty thousand perfect impressions have been secured from a plate, and in other cases it has been impossible to continue the use of a plate beyond the limit of forty thousand impressions.

The printing plates in use at the Bureau vary in size, but the most common dimensions are nine by fourteen inches, which accommodates four ordinary bank-notes, and nineteen and a half by twenty-one inches, the largest-size plate used at the Bureau, which accommodates four hundred postage-stamps. The Bureau officials are now making use of the Scleroscope, a comparatively new invention, for testing every steel plate which is furnished for use. Each plate is tested both before and after the hardening process, and by a comparison of the results of the two tests the officials are enabled to obtain a pretty accurate estimate of the relative qualifications of the piece of steel under examination. Uncle Sam adds to his stock in trade at the rate of about three thousand five hundred engraved plates a year.

Discontent

Discontent does not necessarily mean peevish irritability against things as they are. Surely no one will assume that contentment means sitting with folded hands and the giving up of all effort. Content is always limited within narrow bounds. Discontent is almost ninety-nine per cent plus of life. Discontent is man's aspiration — to do better, to be better — and its joys are the consciousness of growth, and its delight is in work for its own sake.— A. H. McQuilkin.

Hell on the Frontier with Bonheur Bros'. Wagon Show

By James R. Bonheur

Author of "Troupers of the Golden Mascot," Tales of the "Yellow Wagon Shows"

AMUSING things worth relating sometimes occur on my visits as advance agent to isolated villages of quaint old Arkansaw, where the show train tumbles down into a pocket amidst rugged, almost inaccessible mountain ridges, to reach a village in some narrow valley. I say "tumbles down," for that is the nearest description of how the show wagons



THE HOME OF THE YELL COUNTY "SCREAMER."

get over the rough and rocky roads leading down into the back mountain settlements. The child-like simplicity of the mountaineers, their eccentricities of accent, phrase and manner, and their primitive accommodations and surroundings furnish novelty for much entertaining study.

At one of these isolated nooks, surrounded by a wealth of timber rich with game, deer, turkeys, partridges, squirrels, the shooting of which is yet unrestricted by game laws, I found many log cabins with no windows and only one door through which to admit the light of day, and where the most venerable inhabitants had never been away from home farther than a day's squirrel

hunt; yet one of these patriarchs had a call to preach eternal life, and at the same time edit a weekly newspaper.

While stopping at the most pretentious house in the town—"The Mountain Rest Hotel," a white frame building with the usual southern veranda extending the full length of the front and a tunnel-like hall running through the center of the house, open at both ends for ventilation in summer—I found among the newspapers supplied for travelers on the office table a most curious-looking sheet. The landlord told me it was the local paper published by the preacher-editor. Being a printer myself, I determined to see the editor and have him insert an advertisement for the show. The landlord, without removing his pipe from his mouth, went out in the front yard and directed me to



THE MOUNTAIN REST HOTEL.

a ramshackle deal board shanty, which he said was the "print-shop," remarking that the parson who was running the paper "had never seen the other side of the mountains." I observed that the little shanty had no windows on the side, but in front was a door over which a sign was rudely painted.

A grizzled old gentleman with a shining bald head, fringed with tousled gray hair, was bending down, cotton-picker fashion, looking for something between the long boards that extended below the floor sills of his house, which was built on a hillside with its front about four feet from the ground and steps leading up to the door.

When he saw me coming he cast aside an old bottle that he had been examining and with native blandness shook my hand and invited me to walk up the steps into the office.

His friendliness was typical of all the mountain people. The print-shop was furnished with an old ten by fourteen job press and a few odd-looking cases of roman type. A rickety deal table on slender home-built legs served the double purpose of writing-desk and imposing-stand. A large coffee-sack, with one side of its gaping mouth nailed securely to the board wall, held something like wood blocks, judging by the bulging shape of its contents.

The old editor handed me a copy of his paper just as a lanky individual darkened his door.

"This is Mr. Jason Potts," said the editor, by way of introduction.

I noticed that Mr. Potts had long hair and a large wart on the tip of his nose. His garments shone with the luster of long wear and in his left hand was a roll of manuscript. His solemn demeanor would have suggested that the manuscript was a funeral oration or obituary poem, had he not immediately entered into the following colloquy with the editor:

"Parson Fletcher, I sincerely beg your pardon, with all honor to you as editor of the *Screamer* and due reverence to your position as minister of the gospel, but wish to say that the item I wrote about that nine-foot snake last week appeared in the *Screamer*, reading that the snake was only four feet long. Now Parson, I wish you would correct that mistake this week."

I waited to hear what the old editor would say. Evidently he thought a poor excuse better than none, for he quickly responded:

"Well, Mr. Potts, to tell you the truth, I was crowded for space last week. Didn't have room for more than four feet of that snake, but I promise you I'll put the other five feet in this week."

There was more truth than poetry in this retort, for the copy of the *Screamer* I then held in my hand was not much larger than four pages of an almanac. The tall Mr. Potts never said a word, but dropping the bundle of local items hastily left the office.

The old editor turned to me with a quizzical expression, as much as to say: "Do you think that hurt his feelings?"

Formulating something like an apology, he said: "Since I've gone into this line of work I've found that I haven't learned it all. Every typographical mistake or misspelled word in the *Screamer* goes right under the noses of my subscribers like a flaming torch of ridicule. I always considered myself a good speller, but since I got to settin' type I find I ain't. Last Sunday in church I caught one of my best patrons laughing at me and showing a late copy of the *Screamer* to a neighbor in the next pew. I was preaching, at the time, of the glaring mistakes made by members of my congregation who profess to be Christians. After the meeting was over and every one gone out, I looked in the vacant pew for the offending paper, and what do you think I saw? They had marked a blue circle around the word 'alcahol' and signed the name

of 'Josh Billings' right under it. You remember when you came up I was outside looking between the boards under the office? I was hunting for the correct way to spell that word."

"Had you lost a dictionary under the house?" I ventured to inquire.

"No, Brother Bonheur; the fact is I have no dictionary. That's what caused my worry; I was looking for some old chill-tonic bottles that I thought might have the per cent of alcohol on the labels, and thus learn whether my way of spelling was right."

I suggested that the letter "o" would balance the word in the center much better than "a," yet it was a small matter to cause such levity while he was preaching, and this seemed to warm the kind-hearted old man to closer confidence.

"That spindle-shanked specimen of owlish conceit, Jason Potts, took me to task last summer for calling my gospel tent a 'canvass.' He declared that way of spelling tent meant going from house to house begging donations for my church. He says it is spelled with only one 's.' Is that right?"

I had to admit that it was.

"Well, week before last, Potts wrote that a girl in this town was 'fair complected.' My best patron said that meant to 'weave rag carpets,' and Sarah Moss has been sore at Potts ever since, and Potts was kind o' stuck on Sarah, too. My best patron says 'complexioned' is the right way to spell it when applied to a girl's face, yet Potts insists that his way is right. It hasn't been proved yet, for to my certain knowledge there isn't a dictionary in this whole neck-o'-the-woods. Jason Potts isn't much smarter than Bill Jones' jackass is my private opinion. You didn't notice the big wart on his nose and how his under lip hung down till it touched his chin when he was complaining about the snake, did you? When he's dead sore his lip always hangs down."

"If he had a hole in his lip he might button it on the wart," I laughed.

"Good joke! I'll spring that on Jason next time he comes in," ejaculated the old editor. "He could use it to stick his penholder in, to prevent losing it behind his ears," and forgetting that he was adjusting a line of wood type in a long job stick from the sack I saw nailed to the wall, the type pied and fell rattling to the floor. At this a frown flitted across his face and I turned my attention to writing a notice for the *Screamer*, advising its readers to "Watch for the Golden Mascot Troupers, coming soon." I cautioned him to read it and set the word "Troupers" with a lower case "u" and not "oo" as frequently done by some compositors, else the public would think Uncle Sam's blue coats (troopers) were coming, instead of Bonheur Bros.' clowns and comedians. He faithfully promised, and laying out the gathered-up line of wood type upon the deal table, went to the sack to fish out another, when I ventured to ask:

"Pretty slow work setting type from a sack, is it not?"

"Yes, it's right smart slow, Brother Bonheur, settin' type out'n a sack, but I reckon you wouldn't say it's slow the way I get 'em back in again."

Soliloquies of the Devil

By H. F. Lockhart

I hate to see the sunshine on the wall —
  It looks so much like Rosie's pompadour;
Gee, for a cent I'd just set down and bawl
  To think that she won't ever come no more.

We've got a new stenographer — oh laws!
  An' Rosie's gone — they fired her to-day.
The chief he said he let her go because
  She couldn't spell. What's spellin' anyway?

I know just why. That fresh young junior ed.
  Howled 'cause she spelt "condition" with a "k";
I wish I had a chance to punch his head.
  I guess I wouldn't hand him one — the jay!

Well, maybe Rosie wasn't swift as some
  At poundin' keys, but she was just my style;
And maybe this new bat will make 'em hum;
  But looks! Say, Rosie had her skinned a mile!

Gosh! I was so surprised I couldn't speak
  When I saw this one. Gee, I got a shock!
She's thirty-five years old if she's a week,
  An' homely! Aw, her face would stop a clock!

I tell you, Rosie was the candy kid.
  You'd know to look at her that she was some.
You'd tell it by the way her hair was did,
  And by the classy way she chewed her gum.

But now she's gone, and life's a pickled lime.
  The foreman jaws — he'd better save his breath;
If he should come and say "Go get your time,"
  And bounce me, I'd be tickled half to death.

Then I'd go off and run a pirut ship
  Until I made a million plunks or so,
And then I'd take my tainted wad and skip,
  An' go and buy a print-shop with my dough.

Then I'll set round and be a howlin' swell,
  An' little Rose can come an' work for me.
An' I won't give a ding if she can't spell.
  Aw, don't get fresh! I'm comin'. Can't you see?

The Science of Estimating and Its Effect Upon the Trade

By F. Thomas, Superintendent Blakely Printing Co.

A GREAT many printers have never studied the science of estimating, or even given the subject a serious thought. Others have deliberately shunned it — afraid, apparently, to subject their business methods to the searchlight of truth. There are still others, however, to whom estimating is a mastered art, based upon their records of reliable costs; and these are the men who have made money in the printing business — the successful printers of our day, but unfortunately a very small fraction of the whole.

It is really surprising to what extent ignorance is responsible for the reckless prices given in response to requests for quotations. Labor and materials cost practically alike to all, and equipment is usually similar; yet we repeatedly have a variation of from fifty to one hundred per cent on prices for work of an ordinary character. The chief cause for this is a shameful ignorance of the primary principles of estimating or an equally shameful disregard for honest price-making. Either cause is quickly seized upon by the customer, and is invariably used to the ultimate undoing of the printer.

There are comparatively few printers who know the real value of the work they sell, or what they should charge an hour for their compositors' time before they can make any real profit out of it; and, strange to say, they are not at all anxious to know — they prefer to worry along with bad guesses in place of careful figuring.

Then there are the popular fallacies or fancies of estimating. One of the chief of these (especially among small printers) is the belief or idea that there are "scarcely any overhead expenses." Imagine such a business as printing, with its expensive equipment, attention to detail, chance for spoilage, etc., being carried on with "scarcely any overhead expenses"! Just think what they are: Rent, insurance, taxes, depreciation, electricity, gas, interest on capital, heating, lighting, office expenses, supervision, and repairs. And these are not all. Can any of us, no matter how small our business may be, get away from all or any of these? Then there is that insidious "filler" — that job we take at a low price during slack times, because "we have the overhead expenses going on anyhow." Tempting bait, indeed, when the boys are loafing in the composing-room and the big machines are silent in the press-room. But if we listen to this subtle argument, we shall eventually find that the bulk of the work going through the plant is of this class, and what was intended as an exception has become the rule.

Again, we delude ourselves with the idea that the product of our presses is far in excess of what it really is. The same thing applies to our workmen, and almost invariably we take the time of our fastest man as a basis for our figures. In the case of our presses, how often we figure that we can get a production of 1,200 impressions an hour out of a press speeded to 1,500, when

900 or 1,000 would be much nearer the mark, and in the case of large sheets of light stock 700 to 800. Under the most favorable conditions it is advisable to allow a percentage for exigencies where printing machinery is employed, and this is equally true of composing-room and bindery.

Even when we have overcome these fancies and fallacies and have come to a knowledge of correct, or at least safe, estimating, we often lack backbone and are afraid to ask the price for our work that reason and experience teach us is at the best only fair.

The principal fallacies, then, which we must guard against are: (1) The belief that our overhead expenses are less than they really are; (2) that we can, on some jobs that we are especially anxious to get, safely leave overhead out of the question, particularly when trade is dull; (3) that the output of our presses and other machines is much greater than it really is; (4) that the average workman produces more than he actually does; (5) that accidents and unforeseen difficulties will not occur; (6) that our courage will not fail and our backbone wobble when we come to ask the price we are honestly entitled to.

There are many other fallacies to which we are prone to fall easy victims, such as giving the customer the advantage of special labor-saving machinery and of apprentices' cheap labor; underrating the depreciation of type and machinery; allowing insufficient time for distribution of hand-set jobs, and the giving of unlimited credit to the customer.

Now let us consider some of the facts to be borne in mind when estimating. First, there is the great and ever-present fact of our overhead expense. Successfully to ascertain this we must take all our miscellaneous non-productive or working expenses and proportion them against productive wages for a given time. We then find that, if we are paying our compositor 50 cents an hour, we have to get, in some way or other, $1 an hour for his time before we begin to make any profit from his employment. Twenty-five per cent profit seems to be the lowest amount on which we ought to figure for work of such a varied character as composition. This gives us a total of $1.25 an hour on a basis of 50 cents an hour actual labor cost.

In the case of linotype composition we have a great divergence of opinion, and we continually hear of this important product being sold at prices that point to business imbecility on the part of the printer. He conjures up galley upon galley of type in his enthusiastic delirium, and talks of six, eight, and even ten thousand an hour as if it were the easiest thing in the world to do, when we know that four or five thousand an hour is an exceptionally good average, taking one size with another. It is pretty safe to say that if our actual labor cost for each 1,000 ems is somewhere near the regular piece-work price, we are doing very well, for the probabilities are that a great deal of the matter we now measure as single-price would be measured as price and a half, or at any rate would be subject to a considerable allowance to the operator if set on piece work.

In the pressroom it has been found that it costs two-and-a-half times actual labor cost to operate our presses before we begin to make any profit

on their product. Based on the Chicago rate of wages, this would give us a selling price of not less than $2 an hour. And here let me emphasize the warning not to overestimate the output from our presses. Remember the difficulties, the unexpected delays: springy forms, the broken letter that must be changed, the washing-out of small type; and, in the case of half-tone printing on enamel stock, the possibility of smut-sheeting, the trying out of ink to suit the coating, the time it takes to get that vignetted edge just right, etc. Then there is the enormous consumption of ink on special rough-finished cover-stock, with sometimes an extra impression.

In dealing with bindery work the estimator should carefully enumerate each operation individually. Giving a round figure for a number of operations often results in the omission of some item entirely. In this department, too, we must avoid overestimating the productive power of folders, cutters, stitchers and hand-workers. Estimators should have at hand figures of what has been found by actual experience to be the amount of work that can be done by the average worker. Before figuring on folding your job on a folding machine with automatic feeder, be sure that it is capable of being so handled in point of size, stock, and number of folds — it may be that it will have to be hand-folded after all. It will be necessary to add one hundred per cent to the actual labor cost before you can begin to make any profit in this department.

There are other items of expense that we are all too prone to overlook in our rush for work, such as wrapping and shipping, handling stock, supervision, proofreading, etc. These things we pay wages for every week, and we can not afford to give them away.

It has become the custom among printers to ask to be allowed the privilege of estimating on work that is to be given out, and, as a consequence, the buyer of printing "shops around," and in the aggregate often gets, in the way of estimates, value amounting to more than the profit obtainable on a dozen of his jobs. Of course, a customer is quite within his rights in asking for a quotation, but when he modestly asks for a bid on a booklet in 5x8, 6x9, 7x10 size, in lots of 1,000, 5,000, 10,000, and 20,000, set in 6-point, 8-point, 10-point and 12-point, both leaded and solid, on three or four different grades of stock, and in one and two colors, remind him of the shortness of life.

A great aid to correct estimating can always be found in the figures obtainable from a reliable cost system. To install such a system is easy of accomplishment in these days, with the assistance so readily given by the various employing printers' associations, and the valuable data published from time to time in the trade journals. By keeping a record of our costs, we always have at hand the means to prevent losses and mistakes now so often the result of ignorance.

To many readers much of the foregoing will not be entirely new, but if it serves to remind us of our duty to ourselves and to our fellow craftsmen, and will help us to avoid some of the mistakes we have made in the past, it will have accomplished something toward the betterment of our trade conditions.

A Shadow

By A. Henry

AFTER many years of separated effort, the pressmen's union, the typographical union, the bookbinders' union, the engravers' union, the lithographers' union, the electrotypers' and stereotypers' union, the employing printers' organizations, the employing lithographers' organization, the employing bookbinders, the employing engravers, with the makers of machinery, the dealers in machinery, the papermakers, paper-dealers, and all those whose work is toward the making of printing, selected from among their number those notable for their wisdom, and said: " Go to the Great City and meet with thy brethren, there to consider with them affairs of our common good. And as your wisdom and the wisdom of our brothers declare, so shall it be." And it came to pass as the word went forth that many men of cunning in their art, with the gift of good device and invention, hearing of these things, prepared the fruit of their skill and wisdom and journeyed with their brethren to the Great City.

And when all were come together, one of their number, standing in his place, lifted up his voice and spake, saying: "Of a verity we are assembled but for a short time, and the work that we may do here and the words we utter shall in time die and be forgotten. Look thou upon the temples we have builded to our aspiration. Look thou to the mansions we have established for our joy. But where is the temple to our labor, where is the mansion builded to the sweat of our brows and to the thought of our minds? Behold we are many. Albeit the spirit of brotherhood is not in our hearts — but its name in our mouths only. Yet do we look for our fellows to do that for us which we should earnestly labor to do with them. Build we then our temple for the glory and advancing of the work which makes our name among the children of men." And there was great acclaim, and each looked upon the face of each and the light of their countenances was as the light of the sun at noon day.

So builded they according to the wishes of their hearts a great temple, with council chambers, with halls of audience, and with spacious courts for the wares of their craft; with cunning devices whereby the invention of the minds of the greatly skilled might be proved, and glory and profit be brought to the worthy and skilful.

Then looked they upon the work of their hands, and it was good.

And behold, these acts of their wisdom brought great peace and prosperity and thankfulness. The story of their wisdom and its work went forth, and the enlightened of the Great Cities round about gathered themselves together and did likewise, so that it came to pass that as an acorn sown in season and in fertile soil bringeth forth a mighty oak, so did their works spread through all the earth its growth and power.

Then I awoke, and behold, it was but the memory of a dream.



NEAR BARBIZON, FRANCE

From painting by John F. Earhart, the printer-artist

The delicate atmosphere of the original painting can only be suggested by the three-color process, and as the original is intended to be viewed at a little distance the value of the reproduction must be considered in the same way.

Engraved and printed by The Henry O. Shepard Company, Engravers, Printers and Binders, Chicago. Duplicate plates for sale.

Editorial

SPECIAL knowledge and skill are, after all, the greatest assets in an industry. The plant itself is simply the tool of the worker. Business generalship is the art of holding the two forces in proper relation, and obtaining the just reward for the product.

"WHAT do I get out of it?" is a very *natural* question in rebuttal to appeals for a greater interest in one's work. Who can answer it satisfactorily? Too much depends on conditions. We can, however, be positive as to "what you won't get out of it" by holding back. You will get very little pleasure or satisfaction, for the grudging sower gets a small crop.

OUTINGS arranged for or by the employees of printing-houses are happily increasing in popularity. Shop relations that are strengthened by social relations make every one happier and work more pleasant. The soft spring weather that we may soon experience brings memories of the outings of past years, and plans may now be undertaken to make the season of 1912 still more memorable for "the good time we had."

"I MAKE it a practice," writes a correspondent, "to save and classify all the information I can obtain about printing. It increases my knowledge of the art to-day and enriches my mind. In reading THE INLAND PRINTER I read everything, even those departments of answers to questions on subjects of which I have little knowledge. From these I do get information, in a far-off way, perhaps, but such reading fills me with the desire to impress my customers with the infinity of skill and know-how required to make printing to-day."

APRIL! Now is the time — as the farm papers and seed catalogues say. Making garden and fishing are the two special delights that appealed to the old-time printer, and the modern printer dreams amid the roll of the big machines of the time when he can have a "farm." The vocation of making books and the avocations of fishing and gardening make a "very harmonious combination," as our artist friends would express it.

ON page 260 of the November (1911) issue of THE INLAND PRINTER, James A. Bell, of the Bell Printing Company, Elkhart, Indiana, gave an exposition of his ideas — ideas he has put in practice — of "Printers' Problems and How to Solve Them." His plan in brief is a system of making the operatives belong to the business and the business belong to them. The operatives help to run the business — actually, not nominally. Now comes R. T. Porte, in the department of "Productive Efficiency," with a description of a "merit system." Mr. Porte asks for discussion on the "merit system." We do not want to cloud the question, but if any one wants to discuss Mr. Bell's enterprise he may have the floor in another section from the caucus that Mr. Porte is getting into line.

Volume Forty-nine.

A new volume of THE INLAND PRINTER begins with this issue — volume forty-nine. At no period in the history of this publication have the printing trades sustained relations so full of promise for solidarity of interests as they do to-day. That this is a cause for congratulation to us all, few will deny, and THE INLAND PRINTER is especially gratified in the fact that the economic principles it has advocated — advocated when feeling ran high in opposition — have proved themselves true and have been generally accepted. The relations of the publication to the unions, to the employers' organizations, and to the trade at large are of confidence and mutual good will. THE INLAND PRINTER has labored to be of service as an economic adviser, to sift the right out of all controversies, to aid the apprentice, the compositor, the pressman, the binder, the engraver, the stereotyper and electrotyper, and many others in difficulty about their work. It has purchased the interest of the highly skilled workers and opened the door of special knowledge to every one in need. In emergency troubles it engages expert advice,

and sends special letters that invariably solve the difficulties of the applicants. It has little concern that these services many times are taken as a matter of course, for it realizes that the name of THE INLAND PRINTER has become a synonym for help in the time of trouble — for which reason it is the vanguard of progress and of mutual helpfulness, with a steadily increasing army of friends among whom it circulates in ever-widening influence.

Why the Ad.-writing Course Is Cheap.

"This new enterprise makes me feel like waving my hat around my head and saying 'Good for the INLAND; it wins every time.'" Thus sayeth one reader about the course of the Massachusetts School of Advertising we are offering old and new subscribers. Another reader expresses dubiety, but says that as THE INLAND PRINTER has "made good" in the past he is willing to take chances.

He evidently hesitates at the low price. From an advertising point of view, perhaps, the fee is too low. It is, however, justifiable from the standpoint of high-class journalism.

THE INLAND PRINTER is content with its revenue from subscriptions and advertisements, and has a pride in purchasing information that will prove stimulating and profitable to its readers. In such cases, low cost is a part of efficiency. There are a number of advertising courses, and so far as we know they are worth the price asked for them. We believe the course issued by the Massachusetts school is the peer of any, and no effort will be spared to make it the best and most desirable on the market. A factor that appealed to us very strongly is that this course is in the making. This assures the student that he will receive personal attention from the instructors instead of form-letter answers, in which some correspondence schools are said to indulge. The gentlemen who are writing the course have had experience as advertising men and participated in the preparation of one of the most successful and popular courses on that subject. Being thinkers and progressive men, they have learned lessons from that experience, and students of the Massachusetts school will reap the advantage.

The youthfulness of the venture makes the exceedingly low price — $5 — possible. The Massachusetts school is in need of advertising, which THE INLAND PRINTER is in a position to furnish. This combination of circumstances enables us to offer this excellent service to those of our readers who are interested in advertising. From a commercial view there is "no money in it," but we are old-fashioned enough to believe that the value of a magazine to its readers is as much a criterion of its worth as the material prosperity that may come to its owners.

Identifying Lost or Stolen Type and Metal.

Loss of metal is a serious matter with houses that do composition for the trade. Much of this loss is due to carelessness and mistakes, though the type-thief is still abroad in the land. In passing, we can not refrain from commenting on the strange tale told by an East Indian correspondent in this issue. Usually type-thefts are designated as larceny, and the material is usually found in the nearest junk-shop. The Hindu, whose peculations are the subject of the letter of our correspondent, however, purloined from time to time sufficient type to fill thirty-one boxes. He did not sell the material, but cached it in the walls of his house. Some of the plunder has been returned to his employers, and a portion of it confiscated to the government, because the printing-office could not positively identify it. Here the Indian house and our machine-composition houses find themselves in the same boat. Inability absolutely to recognize stolen property has encouraged pilferers, with the result that losses in metal have become a burden. The Machine Composition Club of Chicago has discussed ways and means of securing an identification-mark. Several were proposed, among them one by E. M. Keating, of THE INLAND PRINTER Technical School. This suggestion is that an identifying character or initial be etched, engraved or punched between the grooves in the cap of the mold; or, if preferred, a recognizable mark may be secured by etching or stamping a symbol on the edge of the liners. The first-mentioned method is esteemed to be the better way, as there are many more liners than molds. In each case the markings may appear near the top or the bottom of the slug.

We believe this is a solution of an annoying and expensive leak. Mr. Keating has fully tested the idea on a machine in daily use, and, after several weeks, nothing has developed which indicates that the experiment is not successful.

Preparation of "Copy."

In the discussion of efficiency in workshops it is well for the printer to turn his attention particularly to the big waste in making corrections which should not be necessary if the copy is properly prepared. In the printing business, probably to a greater degree than in any other, it will be found that the most opportune time for an effective application of efficiency methods is *before* actual mechanical work on a job begins. This is the period in the production of printed matter

when the greatest saving can be accomplished. Straining to "make every move count," we have lost sight of the more important problem of reducing the number of "moves" to the minimum.

"A stitch in time saves nine" is a truism that applies with peculiar emphasis to the work of printing craftsmen. When the composing-room receives a job, the copy for which has not been properly prepared, and the foreman allows it to go to the compositor in this condition, efficiency has been cast to the winds at the outset.

Why this great ado about saving time on each "move," when we are entirely unconcerned about preventing the need for the "move" itself?

Students of efficiency in printing-offices are beginning to realize that the preparation of copy before it reaches the compositor is the point at which opportunity opens for the most effective reduction of costs. If the builders of houses were required to tear down and reconstruct as much of their work as the printer is called upon to do, most of us would be living in tents. The cost of a house would be entirely beyond any but the very rich.

The copy for all printed matter should be as carefully prepared as the plans for a building. This is the point, in actual production, at which efficiency methods should be first applied, if any considerable achievement in economy is to result.



PUGNACITY!
Photograph by R. R. Sallows, Goderich, Canada.

Price-cutting Madness.

Despite all the educational work, old habits linger and the Old Adam persists. A month or so ago the daily press of a certain Mississippi valley city carried four-deck heads topping local items about "Big War between Printing Firms" over the county printing. The underlying causes are not apparent from the newspaper columns, but it was stated in one item that "never before in recent years has there been such price-cutting among printers in order to get the county's business. Some cuts are so deep as to make it apparent that the successful bidders will lose hundreds of dollars on their contracts." Illustrative of what is meant, the reporter says one firm has undertaken to furnish books for 25 cents that cost $3. Eliminating the possibility of the successful bidder having product on hand and other favorable conditions incident to county work, this looks like an old-fashioned rage to get the job at any price. This sort of thing may be exciting, and resultant success be seasoned with some of the spice of revenge, but isn't all that an attribute of war rather than a necessity of business? 'Tis true, captains of industry, like Carnegie and Morgan, have engaged in price-cutting wars. These wars were made, however, with distinct purposes in view. It may have been to get a "trouble" price for property or to dominate a competing concern for the ultimate purpose of modifying or destroying competition. The capital required to wage such affairs is regarded as an investment, and the war is engaged in for profit. Usually there is no such purpose when printers cut prices, and the incident we refer to does not appear to have any special motive behind it. This particular county is told to rejoice because it saves fifteen or twenty per cent on its printing bills, which apparently comes out of the pockets of printers. Unless this be an exception to the rule, low prices will prevail for a year or so; then printerdom will revolt and endeavor to revise prices by some sort of combination. To recoup for past losses, "soaring" prices will be decided on. This invites a cut the following year, and to insure its success the newspapers make bruit about a printing scandal, with the result that there is another era of below-cost prices. This is surely planless, and, while it may be a species of business war, it is not even war with a purpose — there is no method in such madness, except it may be to plumb the depths to which folly can descend.

A Study Course in Advertising

LESSON III.— BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

IN our last lesson we took up the matter of copy from a selling standpoint. We went into a consideration of the thoughts and ideas that influence the mind to purchase. In this lesson we will take up the question of properly presenting these thoughts and ideas. There are two distinct steps in the preparation of copy: the first is the framework, or analysis, which brings out the elements of appeal; the second is the presentation of these elements of appeal in their most convincing form. That is the work to be accomplished in this lesson.

There is very little if any similarity between the writing of stories, essays and other literary work and the writing of an advertisement. People buy newspapers and magazines for the happenings of the day, the special articles and stories they contain — not for the advertisements. They will look over the advertisements, but whether they become interested depends upon the copy-writer. There is just this difference: the newspaper man who is reporting, for example, a very sensational murder knows that the readers of his paper will be keenly interested in all of the circumstances; the copy-writer must remember that those same readers are not interested particularly in what he has to tell them, and, therefore, he must arouse their interest. With this in view, brevity should be cultivated. People do not care to read long advertisements.

Effectiveness of style, rather than beauty, should be sought by the copy-writer, and brevity is perhaps the first rule. It is secured by eliminating superfluous words and unnecessary details and ideas.

The use of superfluous words may come under any of these three divisions: redundancy, which means the use of an unessential word now and then; tautology, which means the full repetition of a thought in slightly changed wording; and verbosity, which means so great a use of unessential words as to demand a complete rewriting. Verbosity is virtually tautology in the most extreme form.

AN EXAMPLE OF REDUNDANCY.

FAULTY.	REVISED.
The office manager will readily perceive that Y. & E. cabinets are so constructed as to withstand the usual wear and tear of the office.	Y. & E. cabinets are substantially constructed and will withstand continual usage.

AN EXAMPLE OF VERBOSITY.

The price of stationery depends much on the cost of freight and transportation. A long haul is necessarily more expensive than a short one and should be avoided whenever possible. We watch the product and have our stationery delivered to us at as low a cost as we can. We figure the cost and you get the benefit. You pay no freight bills. That's why we sell such a quantity of stationery. That's why we please our customers. That's why we get the trade. That's why you should buy your stationery here.

We effect a material saving in transportation by buying our stationery in large quantities. We give you the benefit. That's why you should purchase here.

AN EXAMPLE OF TAUTOLOGY.

FAULTY.	REVISED.
Dixon makes a pencil for all uses, and no matter what use you have for a pencil you will find a Dixon that will satisfy you.	There is a Dixon pencil made to satisfy every requirement.

Strange as it may seem, the use of superfluous words is most often caused by a desire to be forceful. Rather than hunt for the word or two that will express his thought clearly and effectively, the writer piles adjective upon adjective and sentence upon sentence, in the hope that sooner or later he will have fully expressed himself.

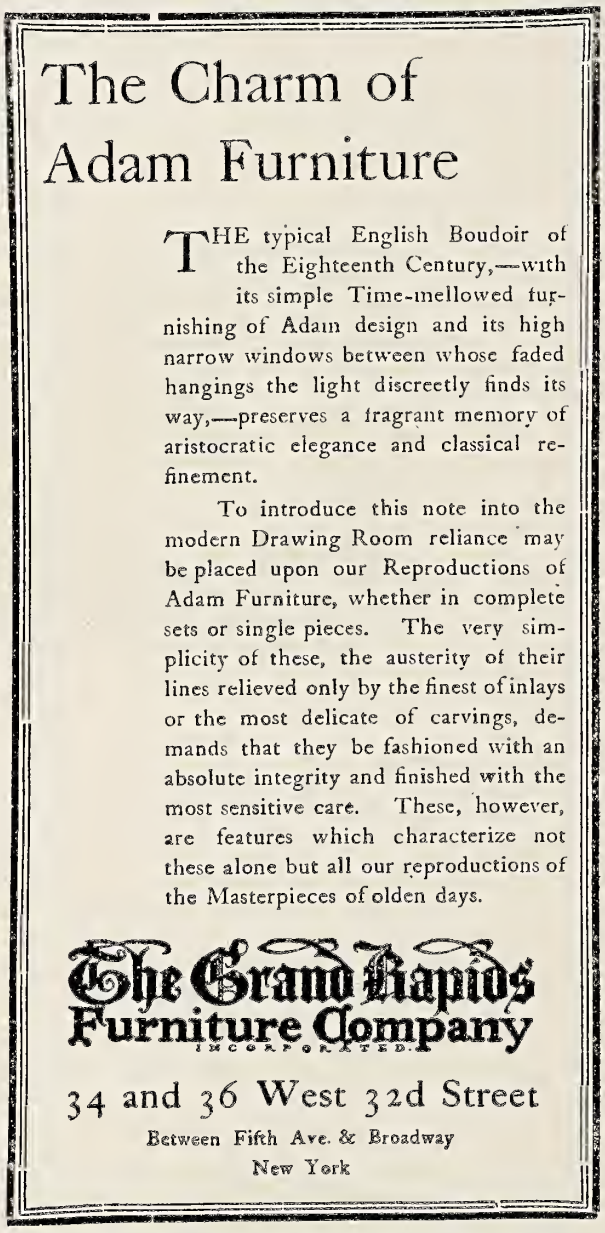


FIG. 1.— Suitable copy for the class of furniture that is advertised here, and for the class of people desired to reach. Altogether a splendid example of its class.

In distinction from the use of superfluous words is the use of superfluous ideas and details. This is called prolixity, and results generally from giving the unimportant parts too great consideration. After all, the public is interested in results more than causes. While causes should be used here and there to make the copy interesting or convincing, just the moment they seem to detract from

COAL the heater once or twice a day. Even heat for the entire 24 hours at a saving in fuel. This covers the story of the Spencer Steam or Hot Water Heater. Equally effective in small or large buildings.

SPENCER HEATER CO.
N. Y. Office, 501 5th Av., cor. 42d St.

Fig. 2.— Very strong copy. Note the complete story told in a few words. The article lends itself to this treatment, which would not answer for Fig. 1.

or submerge results they should be dropped. Moreover, the public should be credited with sufficient intelligence to fill in the minor parts with their imagination.

Clearness, as well as brevity, is necessary to effectiveness. If the mind is taken off the main subject to decipher the meaning of a sentence, force is lost. A sentence may be grammatically correct, yet undesirable from the point of clearness.

Long sentences should generally be avoided. Where they are used, care should be taken in transposing the clauses and phrases from their regular order. It is true that a transposition occasionally adds to the charm of a sentence, but clearness should never be sacrificed. In place of the conjunction "and" in the sentence, it is often better to use the colon, semicolon or the dash. The latter can frequently be used with good effect, and will enable the writer to cut out many connective words and phrases. The dash may also be used in place of parentheses; which, in type more than in handwriting, appear to break the sentence too completely.

The careless use of the pronoun is also a foe to clearness: it is much better to repeat the word than to allow any doubt to exist over the antecedent of the pronoun. A very good test for clearness is to allow the matter to stand over night and reread it in the morning. The sequence of thought which was so clear in your mind when the matter was written will be broken and you will approach the rereading with much the attitude of the stranger.

Some one has said that clearness is the result of care and short words. Short words are best. This does not mean that a long word is prohibited, or even to be avoided, when needed properly to express a thought. But short words are likely to be more forceful, and they are of great help in keeping the meaning clear.

Long introductions tend to kill the reader's interest. Unless an introduction is required to make clear the ideas that are to follow, it should not be used at all. Get into the pith of the subject at once. In this connection, and in the use of brevity, consideration should be given to the nature of the article that is being advertised. A player-piano, for example, will bear greater length of copy than a pair of gloves; a vacuum cleaner more than a carpet-sweeper. As a general rule, the higher the cost of the article the greater the length of the copy it can bear.

Specific statements are always more convincing than generalities. Such sentences as, "If you are thinking of getting out a catalogue, booklet, folder, a new letter-head or any piece of printed matter, let us figure with you," are too general to leave any definite impression. They lack appealing power. If you are advertising printing, tell the prospective customer why he would be benefited by using your kind.

Bombastic and pompous statements do not get business. In fact they often drive it away. Avoid extravagant claims. "We carry the finest and most complete line in

Danny Says:

And all the time the doctor was learning me education. And shucks! they wasn't nothing so hard about it oncet you'd got started in to reading things. I jest natcherally took to print like a duck to water, and inside of a month I was reading nigh everything that has ever been wrote. He had lots of books with him, and every time a new sockdologer of a word come along and I learnt how to spell her and where she orter fit in to make sense it kind o' tickled me all over. And many's the time afterward, when me and the doctor had lost track of each other, and they was quite a spell people got to thinking I was a tramp, I've went into these here Andrew Carnegie libraries in different towns jest as much to see if they had anything fitten to read as fur to keep warm.

From "Danny's Own Story" BY DON MARQUIS

The most delightful bit of humor in many months.

Illustrations by E. W. Kemble

All Book Shops.

Fig. 3.— A very ingenious book advertisement. Will undoubtedly create a desire to read the volume advertised.

the city"; "We lead, others follow"; "Our goods are beyond comparison," and similar statements, do not mean anything to the reader. They are idle claims that cast an air of insincerity over the entire advertisement. Any statement that has the slightest tendency to rob the copy of sincerity is extremely dangerous.

Do not worry about securing a "style." The chances are it would only result in strained and unnatural effects.

The exact meaning of "style," as applied to copy-writing, is very indefinite, but if it stands for anything at all it stands for individuality. And individuality merely means your natural expression. Therefore, if you seek style you will only succeed in losing it. This admonition is included here because most people think an advertising man must,

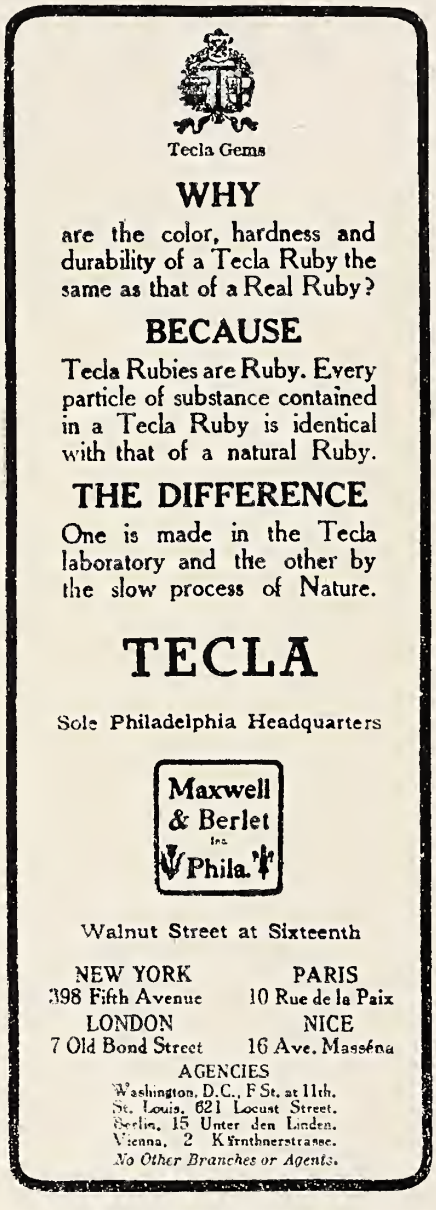


Fig. 4.— Strong because it reaches the vital spot and leaves a positive impression.

of all things, be original, and some students, in searching for this elusive something called originality, commit a host of crimes. Let originality alone, and remember this only: an advertising man must sell goods.

Much can be gained by going over the advertisements in the current newspapers and rewriting them in a more effective manner. Such exercise will rapidly familiarize the student with many of the copy-writer's problems and make it easier for him to solve them.

Comparatively little has been said so far upon what may be called our unit of expression — the *word*. The copy-writer should possess a wide vocabulary. The use of the right word in the right place marks the good writer.

Words have a significance apart from their dictionary meaning, and the careful writer will trace the many subtle shades of suggestion that may follow their use. Perhaps the word has been overused. Even now "strenuous" carries a suggestion of our ex-President. Perhaps the word suggests the effeminate. As, instead of saying "Nice people prefer our, etc.," it would be stronger to say "People of refinement prefer our, etc." Perhaps the word seems coarse. To say "a pleasing odor" is much better than to say "a pleasing smell." Some words sound pompous; some cold and austere, some warm and friendly; some joyful, some depressing; some empty and hollow — others ring true.

A limited vocabulary means a frequent repetition of every-day words, which, in turn, means dry and unconvincing copy. Elbert Hubbard is said to have one of the widest vocabularies of any modern writer. His writings are always fresh and generally convincing. Victor Hugo is another writer who knew the power of words. The student would be greatly benefited by reading freely from the works of these two men, observing their method of visualizing their thoughts and carrying them directly into the reader's mind.

In enlarging the vocabulary care should be taken to avoid what may be termed bookish words — words which sound stiff and labored. It will not be possible always to judge just the words that are bookish and the ones that are not. When any question arises it is best to abandon the word at once, especially if it is a long one. Some of the most enduring passages in our English literature have been



Fig. 5.— Good general copy. It inspires the reader's confidence by giving reasons.

written with simple words. As has often been said, the most learned understand the simple words, whereas the less learned may not understand the others.

In enlarging the vocabulary we suggest the use of a pocket memorandum-book, which should be kept constantly at hand, so that wherever a word is found, the full meaning of which is not clear, it may be jotted down. There are many words which are comprehensible to us, but

which we do not understand sufficiently to use freely. These should be included. Jot the words down in the back pages of the book and when you get to your dictionary write them in the front pages together with their definitions and any suggestions for their use that may be offered. Then, in spare moments, in street cars or trains, whenever there is an opportunity, take out the book and study these words and definitions. In this way you will soon make them a part of your vocabulary — providing you use the words. Some one has said that a word does not belong to us until we have used it at least once.

Next in importance to the definition of a word is its synonyms. Every student of this course should have in his possession a good book of synonyms and should consult it freely. There are times when the repetition of a word for emphasis is permissible, but, as has been said before, repetition is best avoided. After the copy has been written, go over it, with your synonym book in hand, for repeated words.

In going over the work on this lesson, the instructors of the school will give the special advice the individual case requires. These things, however, are vital: use short words where you can; keep clearness always in mind; do not think too much about originality.

QUESTIONS.

1. What is the difference between story-writing and copy-writing?
2. Select an advertisement containing superfluous words and rewrite it, including the original advertisement, with your lesson.
3. Select an advertisement that you would criticize for clearness and send it in with your comments.
4. Write and lay out an advertisement for some food product — select one that is now being advertised.
5. Write a layout for an advertisement for a book.
6. What is said of originality in copy-writing?
7. Select five advertisements for magazines or newspapers in which you think the copy good and tell why, briefly.
8. Select five advertisements in the same way, in which you think the copy is weak, and tell why.
9. Why should the copy-writer possess a wide vocabulary?
10. What do you think about bookish words?

CHARLES FRANCIS AND HIS SERVICE TO THE CRAFT.

It is always pleasant to see honor done to those to whom honor is due, especially when the honor paid and received has been earned by hard, persistent, courageous and unselfish work for others, wrought quietly and modestly — the sort of work too often overlooked or underestimated amid the trumpet-blowing and artificial-light display of so many seekers after popular applause. If the honor is paid the worker while he is still living and busy, it is all the better. One little flower of appreciation pinned over a warm heart means more than a ton of wreaths laid on a cold grave.

The tribute paid, on February 6, to Charles Francis, of New York, by his fellow workers in the printing trade, is a notable instance of the fitting thing done at the right time. Two hundred members and guests of the Printers' League of New York gave a complimentary dinner to Mr. Francis, who, with his daughters, was about to sail for Europe to enjoy a long-deferred vacation. The affair was happily conceived, and was carried out in a spirit so gracious that its effects upon those who shared in it will not be less gratifying to them than to Mr. Francis and his family.

Those who participated will not soon forget the *story* impressed on their minds — the story of an employing printer who had won the love and respect not only of his own employees, but of the heads of the international unions that comprise the thousands of journeymen printers and pressmen in the United States and Canada. Both President Lynch, of the International Typographical Union, and President Berry, of the International Printing Pressmen's and Assistants' Union, paid remarkable tributes to the work Mr. Francis has done in behalf of a better relation between the employing printer and his employees. They testified to his sympathy with the workingman, his keen



CHARLES FRANCIS.

sense of justice, his readiness to set aside personal considerations which might interfere with a recognition of the rights of others. They regarded the principles for which Mr. Francis has contended, and which are embodied in the constitution of the Printers' League, as the solution of the problems involved in the so-called "labor question," and saw in the gradual spread of those principles the coming of the day of peace.

Other speakers, including a judge and two ministers of the gospel, spoke feelingly of the upright character of Mr. Francis. One of the latter — Rev. H. S. Quillin, of Caldwell, New Jersey, once a printer himself — declared that the secret of power for good which Mr. Francis possesses lies in the fact that great ability and early success had neither swollen his head nor shrunken his heart. He had not forgotten the days when he was on the other side of the labor market. He knew that the real question was neither that of labor nor of capital, separately considered, but of human rights, sympathetically understood and pursued in a brotherly spirit.

Mr. Francis has done a splendid work for the printing craft, the effects of which sooner or later will permeate all other lines of industry. Assuredly his vacation is deserved. And if all American employers who cross the seas for rest and recreation carry with them that contentment of mind which must have accompanied Charles Francis, they will be fortunate indeed.

Apprentice Printers' Technical Club

NO. XVII.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Type-faces — Continued.

Having explained, in our last lesson, the chief characteristics of all roman letters — light and heavy elements and serifs — we will now show a few well-known and acceptedly good roman type-faces in order that apprentices may study them and learn something of the principles underlying their construction. These faces have been selected not only to show a correct application of the principles of harmony and proportion, as applied to letter forms, but also to show variety, and to bring out certain points of interest.

First, let us take up the Caslon Old Style, shown in Fig. 78. This is perhaps the best-known and most widely used type-face that ever has been produced; and for beauty, legibility and versatility it is said to be unsurpassed. Because of its widespread popularity most of our large typefoundries have reproduced it.

William Caslon (1692-1766), to whom we are indebted for this wonderful type-face, was born at Hales Owen, England, and was brought up to the trade of an engraver of gun-barrels; but in connection with this work he also chased silver and designed bookbinders' tools. The neatness and accuracy of his work attracted the attention of two eminent printers — John Watts and William Bowyer —

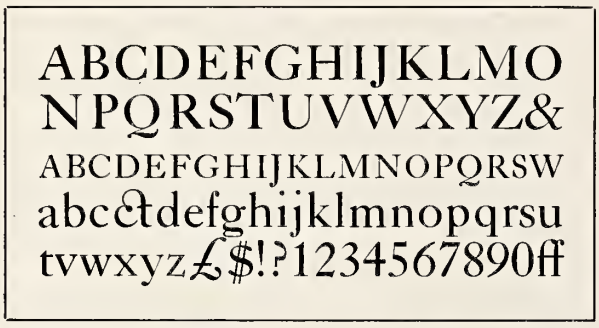


FIG. 78.— Caslon Old Style, as produced by the American Type Founders Company.

who advised him to devote himself to cutting punches for types. Acting on this advice, his first achievement was the cutting of punches for a font of Arabic, and the work was so well done that Bowyer, Watts, and Bettenham, another printer, loaned him £500 with which to start in business as a typefounder. In 1721 he produced a full font of pica roman, with italic to match, and these types established his reputation as an able punchcutter.

In 1734 Caslon issued a specimen-sheet showing the results of his labor for fourteen years. It contained twelve faces of roman and italic, seven faces of two-line letters, seven faces of flowers (borders), and seventeen faces of foreign alphabets. Only one copy of this specimen-sheet is known to be in existence. This is in possession of the American Type Founders Company, and is in its typographic library and museum at Jersey City, New Jersey.

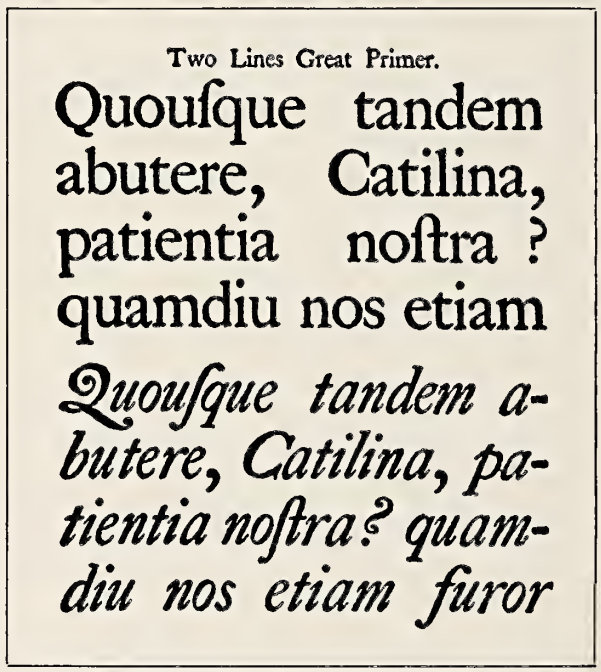


FIG. 79.— Reproduction from a reduced facsimile of the original Caslon Old Style type.

Fig. 79 is a reproduction of one size of the original Caslon Old Style roman type, and its italic, taken from a reduced facsimile of this old specimen-sheet. In our reproduction the letter forms appear to be cut rather crudely, but this is because of the poor print from which the reproduction was made.

In order to conform to the standard lining system, now used by all typefoundries, the recutting of this old face has necessitated a shortening of the descending letters, such as p and y; but aside from this the forms are practically the same as those cut by William Caslon and exhibited in 1734.

The old-style letter s is now used only when quaintness is desired. This letter can be seen in Fig. 79, in the first and sixth words of both the roman and italic groups. It appears as an f with the bar cut off.

Owing to the general preference for types cast on the standard line (with the marked economies in composition

derived from that system) the American Type Founders Company is the only firm in America that makes the Caslon Old Style roman and italic on the old line, with all the ancient quaint double and long letters and ligatures. It has also recut this face on the standard line, as shown in

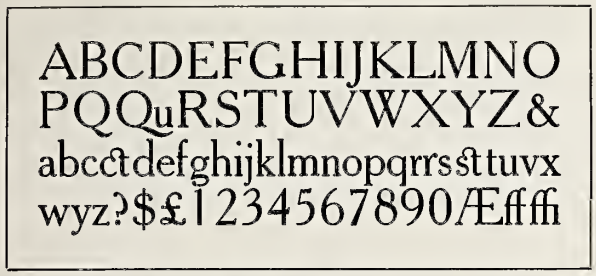


Fig. 78. This is catalogued as Lining Caslon No. 540, so as to distinguish it from the Caslon Old Style cast on the old line.

In order that harmony in type composition may be automatic, as it were, several typefoundries have developed certain type-designs into families or groups of related series, varying in color and widths. The Keystone Type Foundry has, perhaps, developed the largest family of Caslon types. This family consists of Caslon Old Style, Caslon Old Style Italic, Caslon Lightface, Caslon Lightface Italic, Caslon Lightface Condensed, Caslon Bold, Caslon Bold Italic, Caslon Bold Condensed, Caslon Bold Extended and Caslon Title Extended.

Next we will take up the Cheltenham Oldstyle typeface, shown in Fig. 80. This was designed by the well-known letterer and designer, Bertram G. Goodhue, and cut for the Cheltenham Press, of New York city. Mr. Ingalls Kimball, of that press, suggested many ideas which were carried out in the construction of the letter forms.

A peculiar feature of this very popular type-face is its long ascenders. In an advertisement in THE INLAND PRINTER of March, 1908, the American Type Founders Company, producer of the Cheltenham types, made an interesting point in connection with these ascending letters. It said that the ascenders were made long for the reason that in scientifically designed types the eye reads the tops of the lower-case letters; and they illustrate this

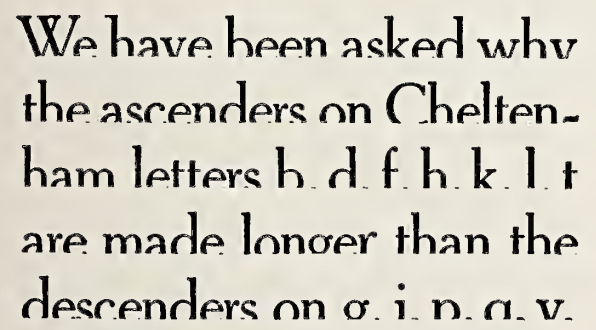


Fig. 81.— Illustrating a theory that in scientifically designed types the eye reads the tops of the lower-case letters.

point as shown in Fig. 81. Other equally as legible type-faces do not bear out this theory, but it is an interesting point nevertheless.

Knowing that in the Cheltenham Oldstyle it had a master design for text or display, the American Type Founders Company conceived the idea of developing a Cheltenham family. This idea was, as we have heretofore explained, to make type harmony automatic — to simplify the compositor's work in trying to find harmony between unrelated type-faces, by producing related type-faces varying only in density and widths. So the Cheltenham family was started, and it grew and grew until there are now sixteen members, thirteen of which are shown in Fig. 82.



Fig. 82.— Thirteen members of the Cheltenham family. Cast in order that type harmony might be automatic.

The faces not shown in this illustration are Cheltenham Oldstyle Condensed, Cheltenham Medium, and Cheltenham Medium Italic. This is the largest of all type families.

In Fig. 83 is shown the Bookman Oldstyle types, cast by the American Type Founders Company. In this type-face we find nearly equal element widths, heavy serifs, and a general effect of blackness and squareness, which are the peculiarities of an antique letter. Bookman Oldstyle is not, however, a pure antique letter, but rather an old-style antique.

To distinguish the old antique type-faces we find such names as Runic, Doric, Celtic, Ionic, Latin, Italian, etc.; but as these faces are seldom seen nowadays, having been supplanted by old-style antique letters, we will go no farther along this line — leaving the apprentice to study the

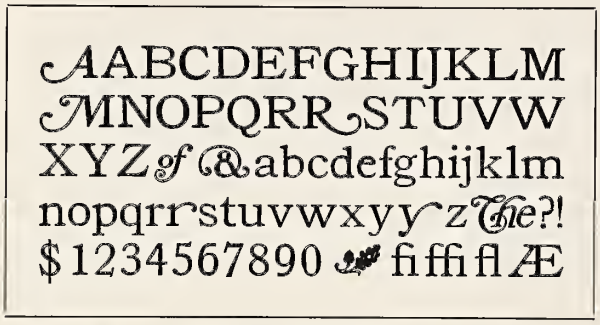


Fig. 83.— Bookman Oldstyle. Produced by the American Type Founders Company.

letters shown in Fig. 83 in order that he may understand what style of type-faces to select if he is given instructions to use an old-style antique.

Interesting features of the Bookman Oldstyle types are the "swash" letters and logotypes. If rightly used,

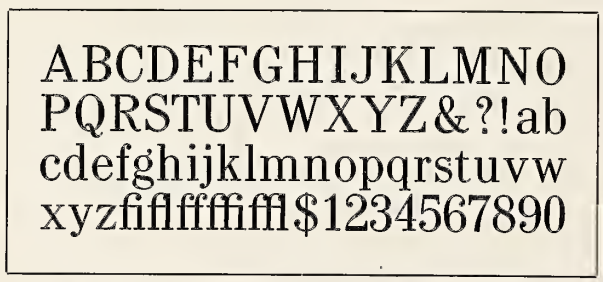


Fig. 84.—Authors Roman. Produced by Barnhart Brothers & Spindler.

these characters have a very artistic appearance. The swash capitals A and M were designed to be used only at the beginning of words, while the swash capital R and lower-case letters r and y are to be used only at the ends of words. If placed in the body of a word, these letters form

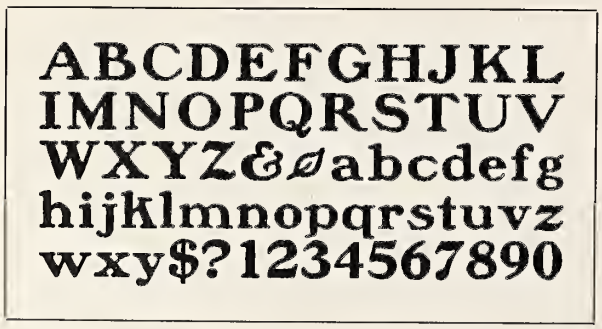


Fig. 85.— Blanchard type. Produced by the Inland Type Foundry.

a wide "hole" or area of white space, which is displeasing to the eye.

The type-face shown in Fig. 84 is Authors Roman, cast at the Barnhart Brothers & Spindler foundry. This is one of the most interesting original type-faces this foundry ever has produced, and is an excellent study in proportionate element widths, harmonious serifs and uniform cutting. Note how lightly the serifs are bracketed.

The Blanchard type, shown in Fig. 85, is one of the most popular productions of the Inland Type Foundry

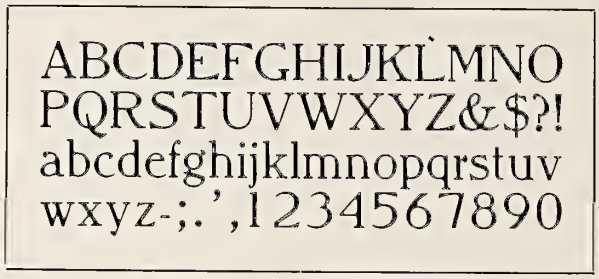


Fig. 86.— Viking type. Cast by the H. C. Hansen Type Foundry.

(now combined with the American Type Founders Company). It is a bold, semi-rugged type-face, excellent in design and desirable as a display letter where strength, boldness and an effect of solidity are wanted.

The next roman type-face which we will show is the Viking type (Fig. 86), cast by the H. C. Hansen Type



Prize-winning ad., set by Henry Gentsch, Jr., in apprentice contest, conducted by Denver (Colorado) Typographical Union.

Foundry. A peculiar feature of this very effective type-face is the rounding out of all sharp corners where the elements come together.

* * *

In the third monthly contest held for apprentice members of Denver Typographical Union, No. 49, Henry Gentsch, Jr., with the W. H. Kistler Stationery Company, received first prize; George W. Rice, with the American Printing and Publishing Company, received second prize; Al Berlin, of the Hoeckel chapel, was given third prize.

We reproduce herewith the first-prize specimen, and it will be interesting to apprentices to know that Henry Gentsch has had but one and a half years' experience in the printing business. He had no assistance whatever in setting this ad.

* * *

THE INLAND PRINTER is in hearty sympathy with the prevailing disposition of apprentice printers to form organizations for educational and recreative purposes. In a number of large cities such organizations have been formed, and it will be our aim each month to publish brief accounts of their meetings, notices of new organizations, etc.

PRINTERS' APPRENTICES OF WASHINGTON, D. C., FORM ASSOCIATION.

On February 16 apprentice printers of Washington, D. C., met in Typographical Temple for the purpose of organizing an association for the advancement and education of those learning the printing trade; every chapel being represented. This association will be an auxiliary to Columbia Typographical Union, No. 101, and its Book and Job Committee will act as an advisory board. T. M. Ring, chairman of this committee, was organizer of the association. Temporary officers elected are: President, T. J. Mahoney, of Judd & Detweiler; secretary, O. J. Moore, of the Law Reporter Printing Company. A Committee on Rules was appointed, composed of O. J. Moore, chairman, and Messrs. Kreiter, McKay, Kantenberg and Van Reuth.

On February 26 this organization held a meeting and entertainment which was attended by forty-two members. After routine business had been disposed of the members were entertained by singing, dancing, and piano solos. Short addresses were delivered by P. J. Ryan, attorney for the Central Labor Union, and Nathan Sprigg, president of the Pressmen's Union. Sol. Southeimer, of Hartford, Connecticut, spoke on unionism. Mr. Southeimer was a member of the pioneer union of cigarmakers of which Samuel Gompers, president of the American Federation of Labor, was a member when he was employed at that trade in 1887.

SAN FRANCISCO UNION TO ORGANIZE AN APPRENTICE ASSOCIATION.

On January 3 a large and enthusiastic meeting of apprentice printers of San Francisco, California, was held in the reading-rooms at union headquarters. Every apprentice attending was presented with a copy of the official souvenir, a picture of the Union Printers' Home, and literature of the I. T. U. Course of Instruction in Printing. At the next meeting of the apprentices a junior typographical union will be organized.

LOS ANGELES UNION TO ORGANIZE AN APPRENTICE ASSOCIATION.

George Stein, International Typographical Representative, is organizing an apprentice society in Los Angeles, California. It is Mr. Stein's intention to have all apprentices take the I. T. U. Course of Instruction. The meetings will not be purely business; social evenings, combined with business, will be the order.

HUBBARD TALKS TO "CAPPER" PRINTERS.

Five or six hundred employees of the Capper publications were recently addressed by Elbert Hubbard in the lobby of the main office of the *Daily Capital*, at Topeka, Kansas. Mr. Hubbard was particularly inclined, under the influence of conditions in the Capper institution, to acknowledge his vocation. He said, in part:

"I am a printer; I know the taste of the glue roll and the smell of ink. I have served as 'devil' in a print-shop. Now, I run a print-shop and I am proud of my business.

"The greatest man America has produced — and I am not talking about Arthur Capper — though he is a great man; he is one of the great men of this country. He preaches to a bigger audience than any preacher the wide world over; he has a bigger church; he is talking to a million people every week. But he couldn't do it without your help. He knows that, too. Blessed is that man who has somebody to do his work.

"Now when I say the greatest man in America I am not talking about Mr. Capper or myself — I am talking about Benjamin Franklin. He was born in Boston, and didn't stay there. He got out, and went to 'Sleepydelphia.' Franklin was a traveler, and when he was nineteen he was broke in London. But it is no calamity to be broke in London, or New York, or Topeka, providing you are not morally and spiritually busted. Franklin had something of that. He had strong and skilful and helpful hands. He got a job; he did any job that was to be done. The job that the other fellow did not care to tackle, he tackled. He could set more type than any other man in the office. He could set type; and he drank no beer.

"Franklin was a working man; he was a printer; he was a writer, a business man, and a diplomat. I am proud to be a printer, and think I am a good printer; and I can get a job and hold it. I would like to work with you in this beautiful, light, well-ventilated building. You are prosperous, well-educated young girls and boys, especially the girls. I can not help admiring them. You all look like you enjoyed your work, and I am glad you do. And I am thankful that I have the privilege of speaking to you here in this beautiful place, and I will remember my visit here. So God bless you all."



AUGUST.
Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

Electrotyping and Stereotyping

BY C. S. PARTRIDGE.

Correspondence relating to this department is respectfully invited from electrotypers, stereotypers and others. Individual experiences in any way pertaining to the trade are solicited. Inquiries will receive prompt attention. Differences of opinion regarding answers given by the editor will receive respectful consideration. Address The Inland Printer Company, Chicago.

Chalk Plates and Stereo Paper.

(1120) Writes for information regarding chalk plates and stereo paper.

Answer.— Chalk plates, as made by the inventor, were a mixture of ground potters' clay and plaster of Paris, nearly equal parts, moistened to the consistency of mortar. The material is spread on the metal plate and scraped down to any desired thickness. Ground soapstone or chalk may be used instead. The plates may be purchased from the Hoke Engraving Plate Company, of St. Louis, Missouri. When the chalk plates are ready the casting-box should be heated beyond the melting point of metal. Then the metal should be heated until it will instantly scorch a paper thrust into it. The stereotype paper furnished by Bassett & Sulphin is uniformly satisfactory.

Electros and Zinc Originals.

(1119) "Although a subscriber of THE INLAND PRINTER but a short time, I find it to be the most up-to-date journal for printers that is published. I expect to be a subscriber for the rest of my life. As a foreman-printer and one who is anxious to improve the quality of work turned out, I take particular notice of the Stereotyping and Presswork departments, and would ask your aid in the following matters: (1) To explain: we get electros and zinc originals and, after casting flats, set them up on a layout sheet, generally 18 by 24, filling in with blank metal about one-sixteenth inch lower than the type. I would like to use plaster of Paris to fill in with, and ask whether you could give me formulæ for making same. I have purchased Partridge's book on 'Stereotyping and Electrotyping,' but find nothing in it upon this subject. I enclose a sample of my matrix, also printing, same having been run on a high-speed rotary. (2) We beat in by hand; lead is heated in coal furnaces and cast from ladle in curved boxes; tails are cut off and routed, then nickeled. This method causes too much make-ready and I desire to cut this down. Can you tell me how to improve my work? I have gained all my experience in the shop where I am now employed, therefore have been unable to observe methods of others in similar work. Would be pleased to answer any questions you may ask in order to be able to answer my questions. (3) Would also like to know whether there is a method, outside of rolling, by which I may be able to eliminate the beating in. Can it be done by pressure on the steam-table? (4) Can you suggest a method by which I can do away with the routing, thus saving time in getting plates to the presses? (5) My paper being rewound into rolls on the presses, I have trouble with offsetting. Can you tell me how to prevent this?"

Answer.—(1) We know of no special formula. Just mix plaster of Paris with water and pour it in. (2) Your method is the one in use in all modern shops, and we can suggest no improvement in it. (3) We have no direct knowledge of any other method of molding, but in a recent issue of THE INLAND PRINTER we published a letter from Burma, India, in which the writer states that he makes his molds on a Washington hand press. We have never been able to do this successfully, owing to the nonplastic condition of the flong we use. (4) We notice that the matrix sent us is not packed. If you will pack the low spots between the cuts you will avoid a great deal of routing. (5) This is a problem for a pressman.

Molding Half-tones.

(1123) "We are having some trouble in obtaining a good electrotype of fine-screen half-tone cuts. As the enclosed proof will show, we have tried new and old Ozokerite wax; have tried machine and hand polishing, also different leads. Any information you can give on this will be appreciated."

Answer.— Molding half-tones requires considerable skill and careful attention to every detail of the process. The molding composition must be of a certain temperature, which can not be described, but must be learned by experience. Half-tones should not be molded in connection with type, but molded separately and afterward inserted. In blackleading, the beating of the brushes upon the dots in the screen has a tendency to flatten them, which causes the electrotype duplicate to be much darker than the original. This can be overcome by using a wet blackleading process such as the Kohler patent.

Concaved Stereotypes—Granulated Face.

(1118) "I am sending you two proofs, one red and the other blue. They are both stereotypes. You will notice the blue one is concave and the red one has a granulated face. Now most of my plates seem to turn out this way. We copper our plates before nickeling them, and the copper seems to be smooth. It seems to be the nickel steel that makes the plates rough. We have cleaned out our nickel tanks and put the live steam on and boiled it good, but it does not seem to do any good. Wish you would look into this trouble and please let me know what you think of it."

Answer.— There are several causes for concaved stereotypes. If the concave is in the matrix, it is probably caused by hard drying blankets and insufficient squeeze on the steam-table while the matrix is drying; or, if a very thin matrix is used, the pressure of the metal in casting will sometimes force down the spaces around the large type, or other black surface, to an extent sufficient to cause the center of the type to spring up slightly, thus forming a depression in the case. If the matrix is not defective, the depression in the case is caused by the shrinkage of the

metal away from the matrix in cooling. This may be due to one or more of three causes. The metal may be too hot, or it may contain too much tin, or the casting-box may be tilted in the wrong direction — that is, so that the pressure of the metal is against the back cover of the box instead of against the matrix. The casting-box should never be in a perpendicular position, but should lean a little in such a way that the matrix will be on the under side. The tendency will then be for the metal to shrink away from the cover rather than away from the matrix. Concave may be caused also by using different kinds of paper for the matrix and for the back. If the backing-paper shrinks more than the matrix, it will draw away from the latter, causing distortion. If the nickel steel deposits in granulated form on the face of the stereotype, it is probably because it is deposited too fast.

Blistered Mats.

(1122) "Will you please inform a 'would-be stereotyper' how it is he can not get a successful stereo. from the mold sent you under separate cover? Accompanying the mold is the best plate he has been able to cast. We thank you in anticipation of your kindness in replying in the pages of your valued journal, the receipt of which is eagerly looked forward to month by month, in this somewhat benighted part of the world."

Answer.— The stereotype matrices sent to us were very badly blistered. This blistering is caused either by casting the plates without thoroughly drying the matrix or because of an inferior paste recipe. After the form is taken from the steam-table the matrix should be removed and placed face downward on the table or on the furnace until the moisture is thoroughly dried out of it. A very good recipe for stereotype paste is 2½ pounds of starch, ½ pound of flour, 6 ounces of dextrin, 2½ gallons of water. Cook in a steam-jacketed kettle, if possible. This paste should be thoroughly cooked, allowing it to boil two or three minutes but not overcooked. A little alum or carbolic acid will preserve it.

Lead-mold Electrotype Process.

(1121) "We wish that you would kindly give us any information you can regarding the lead-mold electrotype process."

Answer.— In 1903 Doctor Albert established a method for the production of metal matrices. A sheet of polished lead about seventy-eight one-thousandths of an inch thick is used instead of the wax case. A back layer of material that is softer than the molding material is used between the lead matrix and the platen of the press. The platen is then lowered so that the intermediate layer lying over parts of the form without depressions — that is, parts from which the first counter pressure comes — is compressed to half the thickness the intermediate layer has reached and the same degree of hardness as the lead; the next pressure of the platen will press the lead into the small depressions of the form. In the large depressions, where there is no counter pressure, the lead will sink down and thus produce the blank spots in the plate, which prevents smutting when the job is on the press. The job is fed into the press a small bite at a time. By using a successive partial pressure and at the same time a secondary pressure, Doctor Albert has succeeded in changing any press to a twenty times higher capacity. The shifting is automatic, so that no time is lost in molding, and the machine for the successive partial pressure is readily attached to any press. No building is necessary, and, because the molding material is already a conductor, blackleading is also avoided. The shell naturally can not be removed in the same manner as it is taken from a wax mold, as it would not be possible to melt the lead away from the shell without injuring the electrotype. But by letting the matrix and copper deposit float on a very easily fusible metal alloy with many free calories, this loosening succeeds so well that the same mold can be used for five different shells. The inventor claims that this process is revolutionary in the clearness, rapidity, cheapness and quality of the production. The matrix, when its usefulness as such is at an end, may be converted into backing metal.

Another Case of Blistered Mats.

(1124) "We have been having considerable trouble of late in our stereotyping department on account of blistered matrices. We have tried making the matrices with and without backing powder. We ordinarily use a roller weighing twenty-one pounds, although on the matrix which we are sending you we used a roller weighing fifty-five pounds. Quite frequently we get a matrix, one-half of which will be O. K. and the other half blistered. Can you give us any enlightenment on this subject?"

Answer.— See answer to 1122.



JULY.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

ADAM'S RIB.

"I hope I'm no chronic kicker," soliloquized Adam when he woke up and missed his rib, "but if they had to remove something I don't see why they didn't take my appendix." — *Ideal Power.*

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Learning Photoengraving by Mail.

"Printer," Las Vegas, New Mexico, wants to know if there is any correspondence school where he can learn to be a photoengraver, by mail. He has tried some of the "cuts made easily" methods advertised, but failed. He thinks it must be a "cinch" to learn, etc.

On the same day this query was received the papers announced that the Correspondence School for Theology at Madison, New Jersey, had failed. This school was backed by sixty-two capitalists, representing twenty-four denominations. And yet there are some of us who, judging from results, think that theology would be a "cinch" to teach by mail. The majority of apprentices, who spend five years learning the photoengraving trade, in the shop, can not be said to know their business. Then how could a correspondence school be expected to teach it? Like surgery, aviation and poker-playing, photoengraving is out of the correspondence-school class.

Foreign Visitors to the Photoengravers' Convention.

If the coming photoengravers' convention of June 10-12 had been called in New York, it was expected we would have had several of the leaders in the business in Europe to make us a visit. Boston as the convention city makes a shorter trip for them, and it is to be hoped they will drop in to the convention. William Gamble, who has done more toward the spread and improvement of processwork than possibly any other individual in the world, was expected, but, owing to the illness of Mr. Penrose, will be compelled to remain and take care of the tremendous business they have built up. Carl Hentschel, Mr. Dargarvel, the manager of John Swain & Son, and others among the leaders in the trade in Great Britain, could profit themselves greatly by looking in at the great convention in Boston. Most of them are personally known to E. H. Houser, the president of the association, as well as to other members, and their presence would, with the members from Canada, make it a more truly international affair.

Lenses for Three-color Work.

The *British Journal of Photography* says that the interesting thing about the papers on the above subject at the Royal Photographic Society was the fact that the lecturers—Messrs. Newton and Bull—appeared to have been able to discover only one lens that was at all noticeably unsuitable for three-color work. All lenses sold for processwork, of which they showed the tests, seemed to be quite satisfactory. It would thus appear that the three-color worker has small reason to blame want of register to his lens, and he must look elsewhere for the fault.

All of which recalls the religious weekly that demanded a sample of each patent medicine for analysis before admitting its advertising, as it had a rule that no preparation containing alcohol would be advertised in its columns. Of course none of the samples submitted contained alcohol, though the readers got all the alcohol they required from the advertised medicines later. Testing lenses submitted for comparative trials at three-color separation and trying out lenses that one buys from the dealer on this side of the Atlantic are quite different matters, as the writer has learned by experience. He advises that no lens for use in colorwork be purchased on the claims of its advertisement without the privilege of trial and personal individual test.

Enamel Solution to Use in the Camera.

Herman A. Roberts, London, Canada, writes: "The writer would like to get some information on the subject of an enamel solution sensitive enough to be printed on the metal plate through a screen. My reason for asking this question is purely from the standpoint of rush work. There are times when we have to go out and take a photo of a fire or accident at noon and have a finished news engraving by 2:30 P.M. If there were an enamel solution sensitive enough we could produce a positive half-tone direct from the dry-plate negative through the camera on to the metal plate. The writer would like to hear from your expert on this subject."

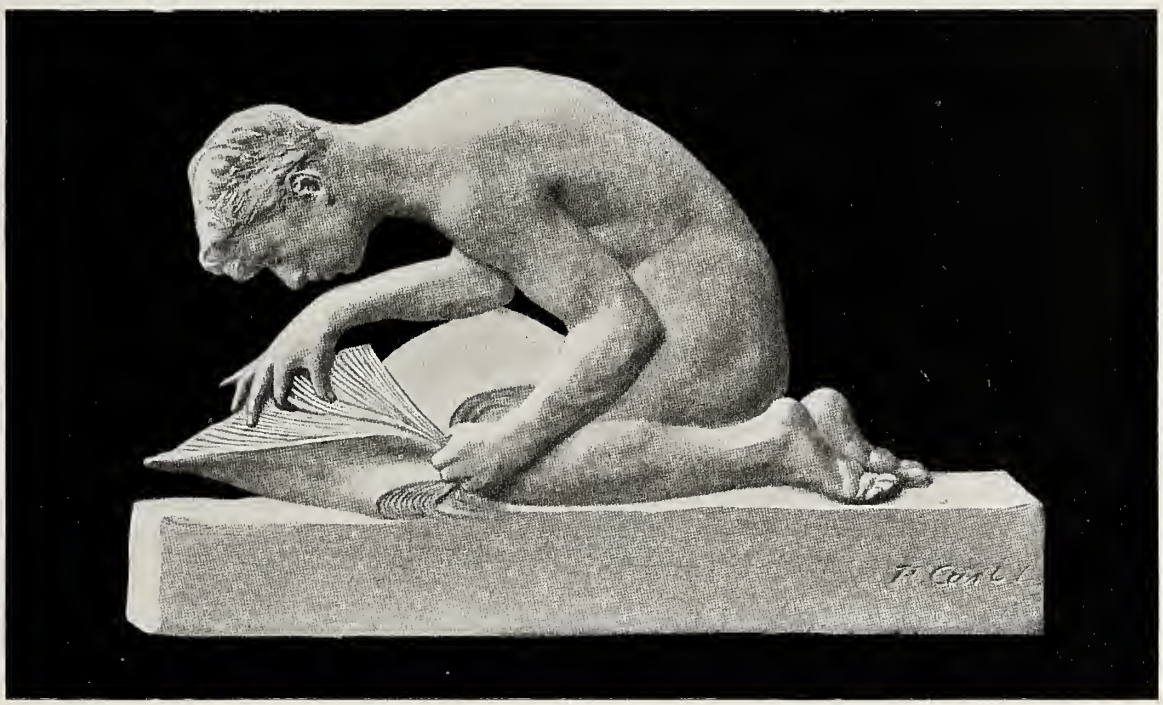
Answer.—An enamel solution sensitive enough to permit the metal plate to be used in the camera has been the dream of processmen since enamel has come into use. No such enamel has been found as yet. Other methods of accomplishing this have been tried, the most successful being Paynetype, which is a metal plate coated with a regular gelatin emulsion such as is used on dry plates. The writer has the honor of being the only one to make newspaper engravings on Paynetype plates in this country. But he failed after several attempts to have Paynetype plates made here. Doctor Schumacher, of Frankfort, has worked out a process which he calls Immediography, in which he uses an emulsion on a metal plate. The most promising method to turn out engravings quickly which the writer has seen is being worked out by Ozias Dodge, of Norwich, Connecticut. Mr. Dodge is known both in this country and Europe as the inventor of the "Norwich film," and those interested in a simple photoengraving process should query him about it.

Printing with White Ink from Zinc Plates.

"Photoengraver," Boston, writes: "I would be deeply indebted to you if you could decide promptly a question that has arisen between a printer customer of mine and myself over the question of the proper kind of plates to print white ink with. I engraved some line plates as usual in zinc, but the printer holds that the zinc discolors the white ink he wants to use with them, and requests me to make the job over in copper, as he says I should have known, when he

told me that he wanted them for white ink, that zinc would not answer."

Answer.— The chemical composition of white ink varies with different makers, so that it may react on zinc and bring about discoloration. You need not make the plates over. Clean them thoroughly with clean potash and scrub them with a stiff brush and whiting. Have ready a cyanid of copper solution made as follows: Take a saturated solution of sulphate of copper and a saturated solution of cyanid of potassium, outdoors, and, while standing to the windward (as the fumes generated are deadly), mix them by pouring the cyanid solution into the copper solution until the precipitate that first forms is redissolved. This will give a blue solution. Then add water-ammonia slowly until the blue color just disappears. This is a cyanid of copper solution. If you will put the thoroughly cleaned zinc plates into it, and brush them over with a clean brush, there will instantly be deposited on the surface of the zinc plates a beautiful film of metallic copper, which will make the zinc plates practically equal to copper plates for a good-sized edition.



REPRODUCED FROM THE ADVERTISEMENT IN ARCHIV FUR BUCHGEWERBE OF FRANZ DAHLINGER, HIGH-GRADE PAPERS, LEIPSIC, GERMANY.

"Color and Its Application to Printing."

E. C. Andrews' book, with the above title, is in its cover an illustration of right judgment in the selection of color in printing. Though treating an intricate and strictly scientific subject, the book is entertainingly written and should be studied by every printer who wants to lead in his line of work. The process engraver is called upon each year to greater knowledge of color, so this book is valuable to him, though the ordinary prover in black-and-white can pick up many hints that would be of great service to him. Here are a few sentences from Mr. Andrews' pen selected at random:

"In color matching if you (the printer) are dealing with the engraver direct, insist that he pull proofs on the identical stock you have bought for the job. Matching an artist's water-color proof is in many cases absolutely impossible, owing to the fact that the artist may carry on his color much heavier than you can lay it on with a press."

"Never compare a wet proof with the copy as to color; wait until the proof dries."

"The waste in inks properly kept in cans is less than in tube inks. Do not order tubes, as the heavy-bodied inks can not be put up in tubes."

"Never put water on top of an ink to keep it from skinning. It causes the ink to congeal and become lumpy, especially at the bottom of the container."

"Each time ink is taken from the can, see that the top is evened off and the oiled paper replaced. If the ink is not to be used again for some time it may be covered with linseed oil or petrolatum, and the can banded as when delivered."

"Kerosene is better to use on rollers than benzin or gasoline, as it does not crack them so much. Kerosene rubbed on the press keeps it from rusting."

"When rollers are not in use, rub them with petrolatum."

Making It Easy for the Color-plate Maker.

The news that George Eastman, of the Kodak Company, has purchased the entire business of Wratten & Wainwright, Limited, of Croydon, England, is of interest to color-plate makers from the fact that this firm was the best maker of color-sensitive plates in England, and it is likely that its methods of platemaking will be carried on also in this country. Cramer, of St. Louis, has been the leader in making color-sensitive dry plates here, and rumor has had it for years that the Kodak Company wanted to control his output, but Mr. Cramer held out and compelled the Kodak Company to go abroad for its color-plate makers. Mr. Newton, the teacher of processwork at the Bolt Court Trade School, had just resigned from that position to take the business management of Wratten & Wainwright when Mr. Eastman bought up the works. Dr. C. E. Kenneth-Mees, the expert on colorwork for

Wratten & Wainwright, is to come to Rochester at a salary of $10,000 a year, which means that the Kodak Company is to begin the manufacture in Rochester of plates equal to or better than those made by Wratten & Wainwright. With our own Prof. R. James Wallace, who has been a contributor to THE INLAND PRINTER, in charge of the color laboratory for the G. Cramer Dry Plate Works, St. Louis, and Doctor Mees in a similar position with the Kodak Company, it is going to be easy for color-plate makers to get the color-sensitive plates they require. And while on this subject it might be mentioned that color-plate makers are finding the Lumiere Autochrome plates of great service to them in getting a complete color record of a subject in a single exposure.



EASTER JOYS.
Photograph by R. R. Sallows, Goderich, Canada.

A Notable Easter Newspaper Supplement.

The Easter supplement to the New York *Times* was an achievement that will be appreciated by engravers and printers the world over, when it is remembered that the order called for the reproduction in three colors of the entire fifteen paintings by the late Edwin E. Abbey of the "Quest of the Holy Grail," which are the famous mural decorations of the Boston Public Library. These reproductions were to be printed in an edition of two hundred thousand copies on flat-bed presses on both sides of super stock, 33½ by 45 inches in size. The Color-plate Engraving Company, of New York, made the three-color plates from colored photographs of the original paintings. Some of these plates measured 31 inches in length. After these engravings were proved, these first proofs and the copper plates were taken to the Boston Public Library, so that they could be corrected in view of the original paintings. The price of the set of color-plates is said to be $600. The presswork was done by the American Colortype Company on six Miehle presses, the job requiring one month, with the presses running night and day. The bill for paper and presswork was about $9,000. The whole result is so creditable that Adolph H. Ochs, the enterprising proprietor of the New York *Times*, is to be congratulated, as well as the engravers, printers and the makers of the paper, ink and presses used in the edition. One feature of the work was that the entire edition was printed from one set of original plates, no electrotypes being used. When the writer was art manager of a New York daily paper, twenty years ago, the Easter supplement, with an edition of one hundred thousand, printed on flat-bed presses, wore out completely at least four sets of electrotype plates. All of which shows that our copper half-tones will stand an edition of two hundred thousand, and that the ink, paper, presswork, and, above all, the presses, are not so destructive of the engraved plates as they were twenty years ago.

PRINTING CONSECUTIVE NUMBERS.

The other day I took a job of barber-shop checks to print. The customer wanted a big figure at the top of the check, and wanted the figures to run from 1 to 200 — each check being numbered consecutively. The problem was how to print the job without lifting the form 199 times, or once for each change. I used a forty-eight point Cheltenham bold figure and set my form complete with the figure 0 to begin with:



I printed twenty cards with 0, twenty with 1, and so on to 9, inclusive. Then gathered 1 to 9 and laid aside, completed. Locked up 1 and printed to left of first figures, making two of each, following up with 2, 3, 4, etc., up to 0 when only eleven were needed, ten for 100 to 109 and one for 200. Then locking up 1 I printed one hundred, then one for 200, completing the job with only twenty changes, the checks being numbered from 1 to 200 as ordered.— *W. A. Bradford.*

SPECIMENS of typographical design by Mr. Chauncey H. Booton, of Gallipolis, Ohio, are found on this and the following two pages. Other examples of his work, together with a biographical sketch, appear in the Job Composition department. On pages 4, 5 and 6 of this insert are shown unusually interesting designs reproduced from recent foreign publications. These designs will furnish much by way of suggestion to those handling commercial work. On page 7 is shown a reproduction of a cover designed and lettered by Harry E. Shrope, a student of the I. T. U. Course in Printing, while page 8 shows an unusually suggestive piece of lettering and design by Axel Edw. Sahlin, also an I. T. U. Course student. Both of these pages were submitted as part of the work on the lessons.

Third Regular
Annual Report
to the Stockholders



The Commercial & Savings Bank of Gallipolis, Ohio

GRAND OPERA PRODUCTION *"Robin Hood"*

GALLIPOLIS THEATRE, FRIDAY, FEB. 19TH
Benefit of Gallipolis Fire Department
THIS TICKET IS EXCHANGEABLE FOR ONE 75 CENT RESERVED SEAT TICKET AT G. A. ROEDELL'S DRUG STORE, THURSDAY, FEB. 18TH

The Arion



Concert Co.

GIVEN UNDER THE AUSPICES OF THE LADIES' SOCIAL CIRCLE
First Presbyterian Church
Friday Evening, May 7, 8 p. m.
ADMISSION TWENTY FIVE CENTS

P. W. TIVENER, *Florist*
All kinds of PLANTS *and* FLOWERS

Cut Flowers and Funeral Designs a Specialty



Bell Phone 325
302 Second Ave.
Gallipolis, Ohio

Designs by C. H. Booton.
(See Job Composition Department.)

The Hulbert
Art Gallery



Highest Grade
Photographs
Gallipolis, Ohio

Design by C. H. Booton.
(See Job Composition Department.)



The Music Shop

Garnet Parker Eppens, Proprietor

Pianos, Organs,
Talking Machines,
Sheet Music

Second Avenue, opposite the Post Office
Gallipolis, Ohio

Design by C. H. Booton.
(See Job Composition Department.)

Fol. ..... Magdeburg, den ..... 19 ....

Emil Schader

Uhren und Goldwaren

Specialität: Schweizer und Glashütter Uhrenfabrikate

RECHNUNG

für .....

Erfüllungsort für Lieferung und Zahlung ist Magdeburg. Ziel 3 Monate, gegen Barzahlung innerhalb 30 Tagen vergüte ich 2 Prozent Skonto. Reklamationen können nur innerhalb 14 Tagen berücksichtigt werden. Bei Rimessen auf Nebenplätze übernehme ich keine Verbindlichkeit für rechtzeitige Vorzeigung oder für Beibringung eines Protestes. — Bahnsendungen bitte nach dem Güterbahnhof Magdeburg zu richten.

Nr.	Stück	Sandte Ihnen heute für Ihre Rechnung und Gefahr:		Mark	Pf.

German typography, from the "Buchdrucker-Woche."

Albert Langens Kunstdrucke

feinste Reproduktionen von Gemälden erster Künstler

wie F. v. Reznicek / Eduard Thöny / Th. Th. Heine / Rudolf Wilke / Rudolf Sieck / Wilhelm Schulz / Fritz Halberg-Kraus / Alfons Woelfle u. a.; die Richtung früherer Kunstepochen ist ebenfalls vertreten durch Namen wie Boucher / Tizian / Goya und Velasquez



Die Serie umfaßt bis jetzt rund 125 Blatt. Aus dem vor den Originalen entstandenen Wunsch, den Genuß an diesen durch mustergültige Reproduktionen dem Kreise der Kunstfreunde zu vermitteln, entstanden die ersten Drucke. In diesem Sinne wurde die Reihe fortgesetzt und zeigt so den Charakter etwa einer privaten Sammlung. Jeder Freund von schönem Wandschmuck findet unter diesen Drucken einige, die ihm gefallen

Typographical design, from "Schweizer Graphische Mitteilungen."

Palmert

Stickereien und Spitzen en gros



München · St. Gallen

Fortwährend hervorragende Neuheiten

Typographical design, from "Schweizer Graphische Mitteilungen."

Stained Glass Windows

The
Miller & Benson Company
New York

Cover-design by Harry E. Shrope, an I. T. U. student.

A BOOK ON PRINTING

BY

CHARLES EATON SMITH



CHICAGO
THE EMPIRE PRESS
1907

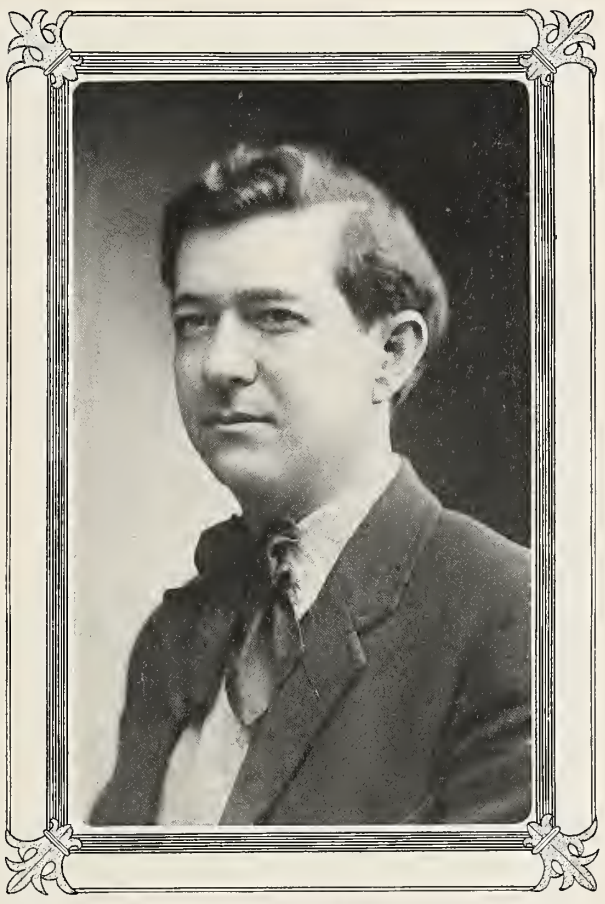
Page-design by Axel Edw. Sahlin, an I. T. U. student.

Job Composition

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Chauncey H. Booton.

Chauncey H. Booton, of French-Irish descent, was born in Gallipolis, Ohio, in 1874. When he was eight years old he could set straight matter in a printing-office, and at ten was a good platen press-feeder. His boyhood was spent about a newspaper office, where he graduated in all the branches. In December, 1890, it happened that the newspaper office in which he worked fell into a new man's hands — a man who studied type-values as applied to newspaper printing — and he made Booton foreman of his plant at the tender age of seventeen. It gave an ingenious and talented boy an opportunity to experiment with new type-faces and materials, and he immediately began to develop original ideas and produce work which made business men of discriminating tastes sit up and take notice.



Chauncey H. Booton.

But when spring came, the lure of the Ohio river, which laves the feet of Gallipolis, grew strong, and young Booton could not resist the temptation to despoil it of catfish, perch and other succulent game held in high regard by boys with fish-hooks and lines, and he severed his relations with his employer solely because of the recreative impulse. All that summer and into the fall he fished and meditated. The thoughts of youth are long, long thoughts, and they led Booton first to Columbus, and then to New York, for experience in the printing trade, but he little liked the restraints of city employment, and the next year returned to Gallipolis and started the Booton Printing Company. As its manager he was able to study and experiment to his heart's content. He had a penchant for colorwork, and the difficulty of feeding such work started his thoughts on a mechanical appliance to be attached to platen presses. He sold the printing plant and mastered this problem by the invention of an effective automatic register-gage, which has had an unusually large sale in this and foreign countries. When twenty-eight, he sold his interest in this gage and started the Acorn Press, a finely equipped job-plant, which won a wide reputation for beautiful printing in a very short time. His inventive faculty sought other forms of expression than original printing, however, and he sold out the Acorn Press and completed a high-speed automatic mailing machine.

In 1907 he took charge of the Bulletin Press in Gallipolis, with Linotype, cylinder and platen presses, and an abundant equipment of printers' accessories. In this busy office Booton has designed practically every job done for five years, many of them strikingly original and meritorious. Simplicity is the guiding star of all his work, and his color-schemes in quiet harmonies and in bold contrasts would command attention in any exhibit of artistic printing. He is now devoting his thoughts to still another invention, which may impel him to leave the printing business again.

Mr. Booton's friends regard him not merely as a clever, resourceful printer, but as a man peculiarly gifted in the artistic branches of the trade, with a mind which readily solves every problem of type and color effects. Asked by the writer to give some helpful suggestions for the benefit of the craft, he said:

"The first thing to aim at in every printed production is — *simplicity*. A sheet of white paper is a beautiful thing — don't mar it with meaningless ornamentation or useless blotches of color. Remember always one vital fact, that anything printed is intended to be read easily. Make this fact the guide in every design.

"Use plain rule rather than complicated borders wherever practicable. There are marvelous possibilities in a strip of one-point rule. Always try to find out *why*. If

Band Concert
in the Public Park
on Sunday Evening at 6:15



¶ Preaching by Hamilton Williams at 7:15 "What the People 'Have Coming' From the Church."
¶ Solo by Miss Hallie Martin.
¶ All not engaged at other church services cordially invited.

Another design in old-style type.

WILLIAM G. AYRES
Maker of CLOTHING FOR MEN *at Number 325 Third Ave., Gallipolis, O.*
Cleaning, Pressing & Repairing
MADE TO MEASURE SUITS $20.00 UP
For a short time only I will make Suits for $20.00

A striking card design. Original in colors.

COMMENCEMENT
Academy High-School
8 p. m. Thursday, May 27, at the Opera House
Reserved Seats at Roedell's May 25
TICKETS TEN CENTS : : : ADMIT ONE



B. P. O. ELKS
Benefit Ball
WED'DAY, APR. 13
Admission One Dollar : : This Ticket Will Admit
*Mr.*_____*and One Lady*

Interesting ticket arrangements.

Band Concert
Public Park
Sunday,
July 17,
6:15



Mr Williams will tell the people "What the People Ought to Give to the Church."

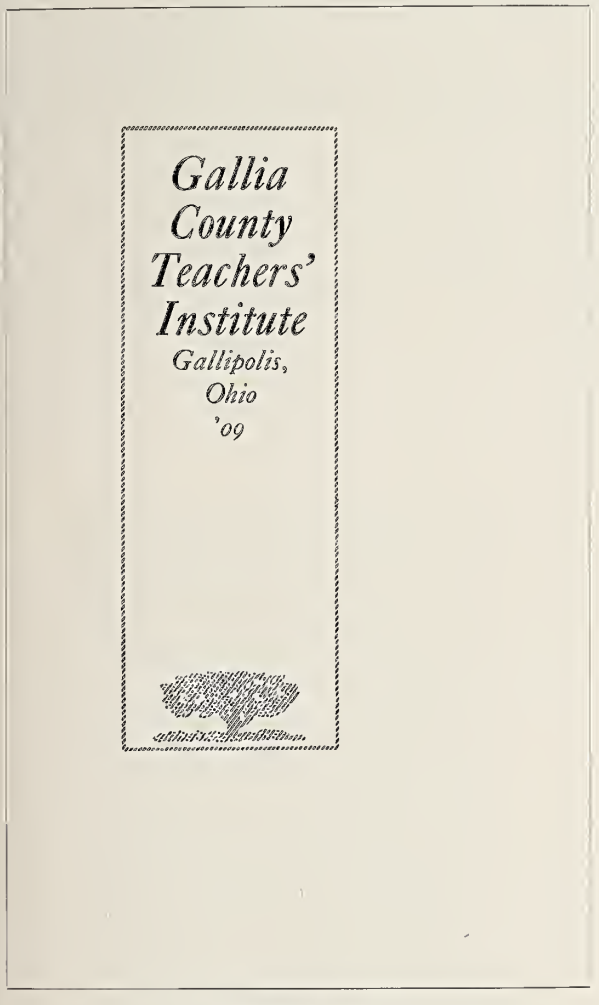
All not engaged at other church services cordially invited.

"For the Good of the Town."

An advertising-card.

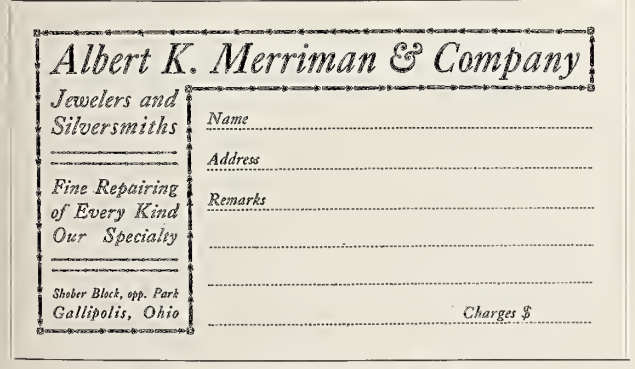
Some interesting designs by Chauncey H. Booton.

three-point rule looks better than one-point, learn *why*. Be a merciless critic of your own productions. Realize that high-class printing is an art, and make your plant a studio instead of a factory."



An interesting cover-page.

In Ohio the writer knows of no man who has a truer conception of type-values, a more fertile brain in the creation of attractive type and color designs, a more skilful



An interesting arrangement for a large envelope.

captain of the devices which count for time-saving in a job-office, a more capable critic, or a handier man in an emergency, than Chauncey H. Booton. He has the trade down to its last analysis. W. G. SIBLEY.

[From a typographical standpoint, Mr. Booton's work is unusually interesting. We hear much about keeping our work harmonious by confining each piece of printing to as few type-faces as possible, but he has gone even farther than that, and an inspection of the reproductions shown herewith reveals the fact that all of them are set in Caslon Old Style, with italic to match. These examples furnish a striking demonstration of the possibilities of a single series of type, and, in looking over the work, one does not feel any necessity for further variety in the letter forms — the wide range of designs giving all the variation that one could ask. True, rules, borders and decorative effects form a considerable portion of the designs, but these accessories are used in a pleasing manner and add much to the finished appearance of the different pieces of work.— F. J. T.]

HOBART OF HOLDEN, MISSOURI, ON THE PARCELS POST.

C. L. Hobart, of the Holden *Progress*, Holden, Missouri, has written to Congressman Victor Murdock, giving his views on the parcels-post question, and favors THE INLAND PRINTER with a copy of his communication, as follows:

Obeying the injunction of the agricultural organizations and papers, I am writing you to-day in regard to parcels post.

You being an ex-newspaper man, I want to say something somewhat different from the argument made by the average country newspaper man. I am assuming that the a. c. n. m. (if he wrote you at all) told you to vote against parcels post because it would wipe him out of business.

If you vote against the bill, I want you to have a better reason than that. In my twenty-six years' experience, over half of it in a country newspaper, I have found the country merchant to be anything but a *business man*. For twenty-five years he has sat idly by, satisfied with old methods, and demanded business because "everybody knew him" and "had to trade with him because he was 'the home man.'" He has regarded advertising as a graft, a charity, or at best an *expense*, and, when he did take a "plunge," he "jewed down" the printer to a point not only below cost (as cost commissions have demonstrated), but where no self-respecting, red-blooded man cares to stay in the business. Every one worthy of the name "business man" knows that publicity is the very life-blood of our modern life; the publicity-seller should be greater than the money-lender, the trouble-preventer or the healer, yet these three are the highest paid in the community. Yea, more; in this twenty-five years of self-complacency, the merchant has permitted the mail-order man to educate the people to buy away from home. That is what it is in effect; in reality the m.-o. man has taught the people to be civilized — to buy from the man who advertises. I sometimes think the m.-o. man is one of the greatest exemplars of our civilization. Primitive man had but two wants — food and shelter. Civilized man has hundreds, ninety-nine per cent of them being created by advertising. And the m.-o. man is the best "creator" we have. So, when the country merchant demands that you vote against the bill because it will build up the mail-order man, tell him this has already been done without the parcels post; tell him he has nothing to fear from the m.-o. man, because he (the merchant) has at his command the same constructive agency the city man has — advertising; tell him to regard his local publicity-seller as a friend and benefactor — not an enemy and grafter — and he will find the parcels post as big an asset for him as for the city man; tell him, further, that the defeat of this bill will not of itself stop the trend of modern conditions. As one of the sovereigns of this nation you have my permission to vote for the bill.

IMPROVEMENT NEEDED.

"What you want, I suppose, is to vote, just like the men do."

"Certainly not," replied Mrs. Baring-Banners. "If we couldn't do any better than that there would be no use of our voting." — *Washington Star*.

EDISON says that genius is two per cent inspiration and ninety-eight per cent perspiration. Some printers run the perspiration percentage up to one hundred, and miss the inspiration which would come to them through cooperation.— *British Printer*.

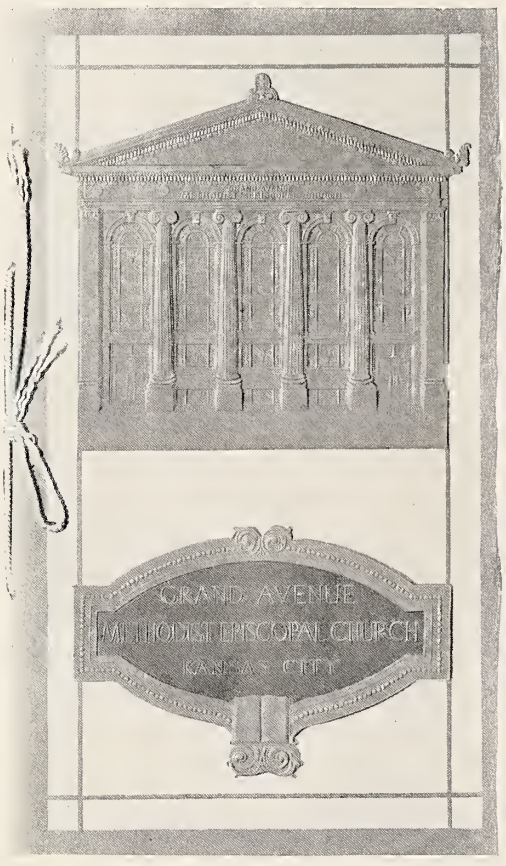
Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

THE CENTURY PRESS, Seattle, Washington.— The card is nicely designed and printed, and leaves no opportunity for criticism.

PERHAPS the most sumptuous piece of printing to reach this department during the past month is a booklet designed and printed by the Walkenhorst & Park Printing Company, of Kansas City, Missouri. It is descriptive of the Grand Avenue Methodist Episcopal Church and office building. The cover, a reproduction of which is shown herewith, is handsomely printed and embossed on brown deckle-edge stock, and is exceptionally pleasing in design and execution. The inner pages are also attractively printed in light brown, dark brown and black on white stock. Altogether the work is a specimen of which the Walkenhorst & Park Company may well be proud.



Cover of a handsome book by the Walkenhorst & Park Printing Company, Kansas City, Missouri.

W. WILLIAMSON, Chicago.— The blotters are nicely gotten up, and the color combinations are excellent. We find nothing to criticize in any of them.

WE have received from E. Franklin Seffing, director of printing for The Artcraft Company, of Cleveland, a copy of a souvenir program gotten out for the National Carbon Company. While the program as a whole is exceptionally artistic, the cover-page is one of the handsomest that we have seen. We show herewith a reproduction. The pictorial decoration in the panel is printed in colors and tipped on the cover proper, while the lettering is embossed. The program is of a salesmen's convention, and at the bottom of each of the inside pages is a small line illustration, suggestive of the salesman's routine. We show reproductions of a few of them.

A PACKAGE of commercial specimens from Eric Peterson, Fort Wayne, Indiana, contains excellent examples of high-grade work. The typographical designs are all pleasing, conforming to the requirements of the best taste, and the work offers no opportunity for criticism.



Cover by the Artcraft Company, Cleveland.

F. W. KUBK, Anadarko, Oklahoma.— The cover-page of the school booklet contains too much decoration in proportion to the reading-matter. The

omission of the long ornament above the date would be advisable. The inner pages of the booklet are well arranged, although there is perhaps too much decorative material and rules in the advertisements.

JOSEPH P. SOBCZAK, Alpena, Michigan.— While the specimens are all well arranged, we like best the letter-head for the I. O. O. F. lodge. It is particularly pleasing in appearance.

WM. E. HOW, Augusta, Georgia.— The booklet is very satisfactory, although we think that the use of black ink on the inner pages would have given clearer and more satisfactory results.

THE house organ of the Harris Automatic Press Company comes to us with a new name and a change of appearance throughout. It is now known as the *Harris Monthly*, and is attractively gotten up.



Intercsting page by T. A. Hussion, Jr., Galveston, Texas.

TYPOGRAPHICAL designs by T. A. Hussion, Jr., Galveston, Texas, are invariably neat and attractive, a simplicity of design and an adherence to pleasing type-faces characterizing his work. The program page reproduced herewith is an excellent example of Mr. Hussion's ideas of typography.

MERCHANTS & MANUFACTURERS PRINTING WORKS, Manitowoc, Wisconsin, — The bill-head design is unusual and clever in arrangement. Of the various color combinations, we like best that of black and light brown.

A CATALOGUE from the Gardner Printing Company, Cleveland, Ohio, shows an unusually pleasing color combination, in addition to good typography and presswork. We have no criticism to offer regarding it.

VICTOR BOYER, Devils Lake, North Dakota.— The arrangement of the cover-design is very satisfactory, but the use of the gold, especially on the rough stock, is not pleasing. A dark ink would have been preferable.

F. P. MEDLOCK, Camden, Arkansas.— The blotter would be improved in appearance if the tint were just a trifle stronger. As now used, it is too near the color of the stock. The letter-head is very neat and attractive.

W. H. MCKNIGHT, Pueblo, Colorado.— All of the specimens are good, and we would congratulate you upon the simplicity of design which characterizes them. The statement for "Janssen" is very cleverly arranged.

FROM the Cooper Gravures Company, San Francisco, California, we have received some specimens of offset printing which are unusually attractive. The work is exceptionally well handled and the results are of the very best.

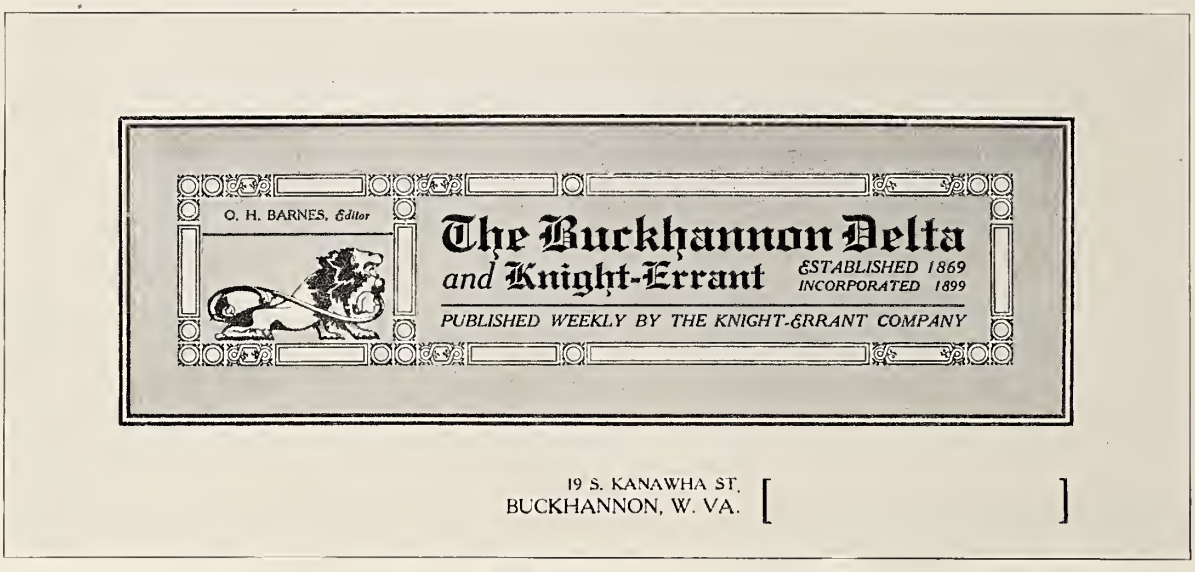
A HANGER issued by E. H. Clarke & Bro., Memphis, Tennessee, shows interesting views of the various departments of this concern. Printed in several colors from an attractive design, it is a very pleasing advertisement.

H. J. FREEBURG, Memphis, Tennessee.— You have greatly improved the proof envelope. In fact, the arrangement which you now use is one of the most attractive we have seen. We would, however, suggest some color combination other than the blue and green. A tint of blue, or an orange-brown, in place of the green, would give a more pleasing harmony.



Decorations from a souvenir of a salesmen's convention.
By the Artcraft Company, Cleveland.

We show herewith a reproduction of an interesting letter-head design by P. H. Lorentz, of Buckhannon, West Virginia. The original is printed in three colors, and the tint-block was made by mounting pressboard on an old electrotype block and then cutting out with a knife. The effect is very pleasing.



Letter-head by P. H. Lorentz, Buckhannon, West Virginia.

From the printing department of the Moline Plow Company, Moline, Illinois, we have received for criticism a folder, and while considerable effort has been spent on the title-page, the rulework is very elaborate and not at all satisfactory. In all cases the decoration on a page of printing should be of such nature that it tends to emphasize the text rather than detract from it, and when a page has the appearance of the decoration having been given first thought, with the text filling in where it may, the result can not be other than unsatisfactory. The decoration must always be made the secondary feature if the best results are to be secured.

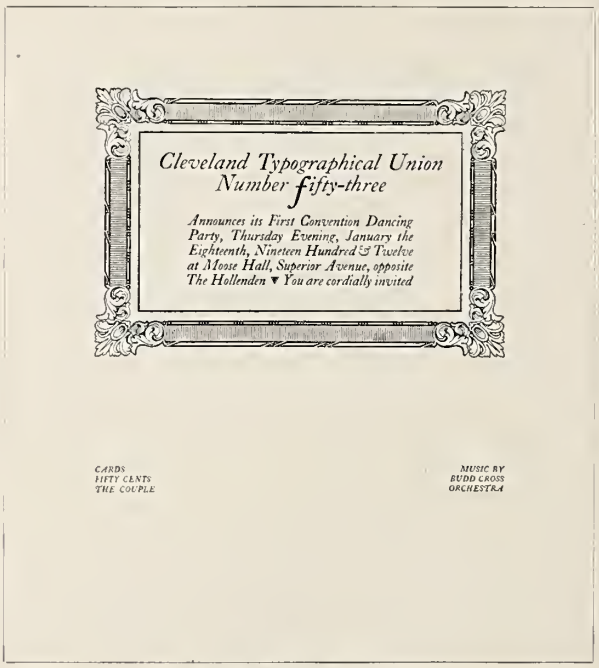
A package of commercial work from Eli Black, of Cleveland, Ohio, is at hand, and contains an unusually large number of the excellent designs which have made Mr. Black's work so well known. Thoroughly appropriate and harmonious in stock, typography and color selections, they exemplify the best in typography. We show herewith reproductions of some of them.



By Eli Black, Cleveland.

The Hoermann Press, Dubuque, Iowa.— The memorial folder is nicely gotten up and well printed. The placing of the words in the corners of the cover, however, gives a rather "spotty" effect, which is not desirable. Inasmuch as it was perhaps necessary to do this, the use of a border around the page would serve to hold it together more satisfactorily.

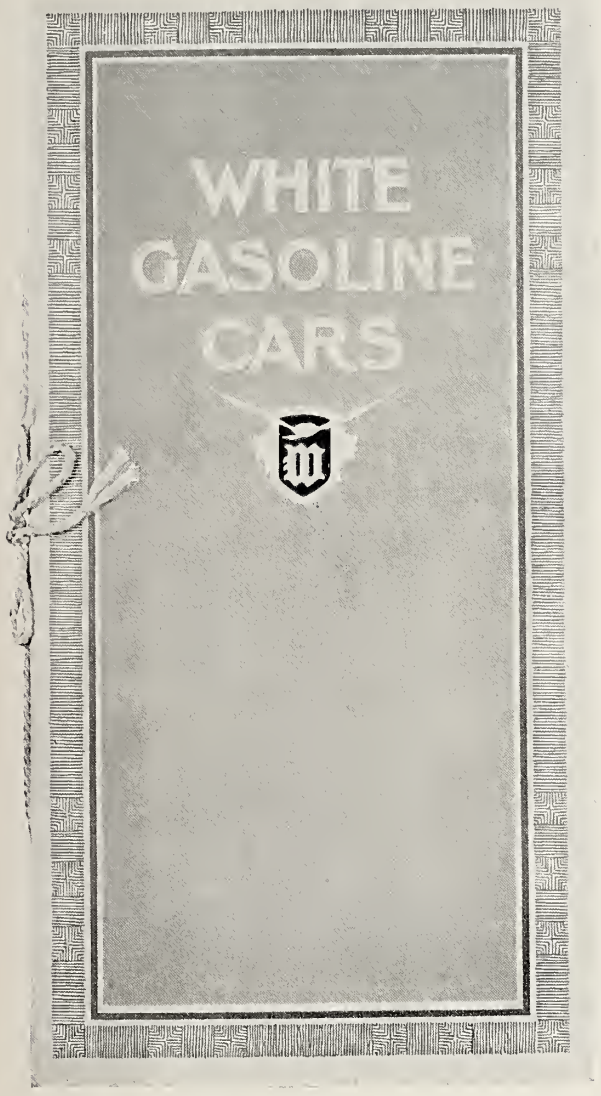
Fred E. K. Neale, Charleston, West Virginia.— The design is clever, but the condition of your rules does not admit of its being worked out to give good results. Where one is handicapped by rules which are not in good condition, the use of panels should be avoided, for no matter how good the design may be, the final effect is unsatisfactory. Better a plain job than an elaborate one in which poor joints are conspicuous.



By Eli Black, Cleveland.

The Tribune, Roundup, Montana.— The specimens are excellent, the booklet being perhaps the best. On this piece of work the arrangement is very satisfactory, and the printing of the half-tones is well handled. We would suggest that you allow some of the pages to run short, rather than leading them out while the others are left solid.

A CATALOGUE of White gasoline cars, recently produced by the Britton Printing Company, of Cleveland, Ohio, is a striking example of high-grade work. We show herewith a reproduction of the cover. The original is



Catalogue cover by Britton Printing Company, Cleveland, Ohio.

printed in blue-gray and orange on white, deckle-edge stock, and is very rich in appearance.

A BOOKLET gotten out by S. Lundgren's Sons, Malmo, Sweden, on the twenty-fifth anniversary of the founding of that firm, is an especially attractive piece of work. We show herewith a reproduction of one of the pages.

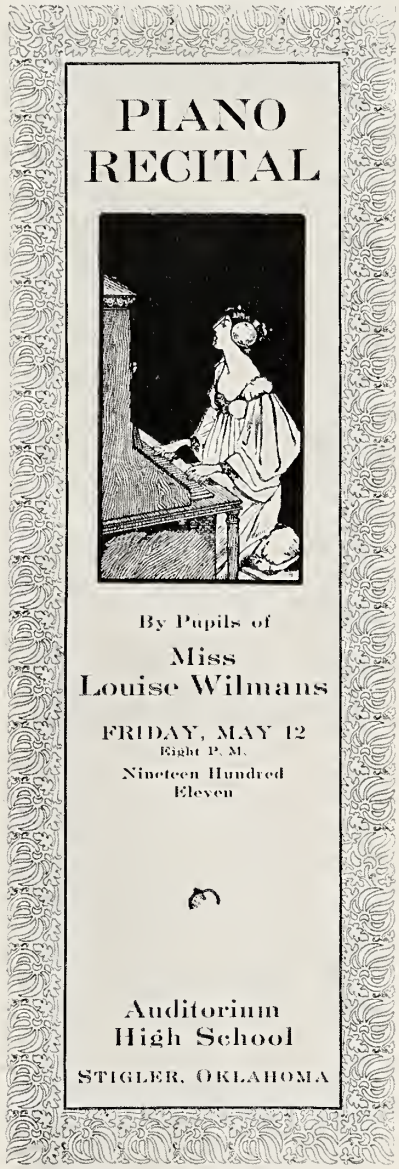

ÖSTERGATAN 1880 - 1894 MASTER NILSGATAN 1894 - 1899 BALTZARSGATAN 1899 -

DEN 1 OKTOBER 1880, således för 25 år sedan, grundades firman S. Lundgrens Söner. Även om tjugofem år möjligen ej kan anses som en längre tidsperiod, ha de dock för ett affärsföretag stor betydelse. Har företaget därjämte erhållit en efter förhållandena god utveckling, visar ju detta, att det arbete, som under de tillämnade åren nedlagts, icke varit förgäves. Tryckeriets första lokal var belägen i fastigheten nr 30 vid Östergatan och dess första uppsättning bestod av en mindre snällpress jämte behörig stilmateriel och övrigt tillbehör för ett mindre, inagurinda välförsett tryckeri. I likhet med de flesta andra nybildade affärsföretag fick också vår firma göra bekantskap med att de största svårigheterna mötte under den första tiden av dess tillvaro, men med förutsättning att utföra varje arbete, som anförtroddes oss på bästa möjliga vett och därigenom söka tillfredsställa alla våra kunder, hade vi glädjen se dessas antal växa och arbetsmängden öka. Efter hand anskaffades nya maskiner och materiel och till sist, då större utrymme icke kunde inom tistigheten erhållas, framträdde behovet av större lokal. En sådan förhyrdes i fastigheten nr 3 vid Master Nilsgatan (numera sparbanken Bikupans nybyggnad) och tryckeriet dithyttades i september 1894. För att tillgodogöra sig fördelarna av det erhållna större utrymmet företogs en behövlig utvidgning av tryckeriet genom inköp av en större snällpress, gasmotor och ökning av stilmaterielen. Svårigheten, att efter hyresnämndens utgång ytterligare få förhyra

Page from booklet by S. Lundgren's Sons, Malmo, Sweden.

R. GOUTHRO, Vancouver, British Columbia.— The leaflet is pleasingly gotten up, although in the breaking up for colors you overlooked the fact that the tint, which is sufficiently strong for the border on the first page, is rather weak for the type line on the back page.

JERRY JACKSON, Niagara Falls, New York.— The specimen is exceptionally well gotten up, and we would congratulate you upon the combination of colors which you have used. They thoroughly harmonize with the stock.



Interesting page by B. B. Boyd,
Fort Smith, Arkansas.

A PACKAGE of specimens from B. B. Boyd, Fort Smith, Arkansas, contains some excellent type-designs. We show herewith a reproduction of a program cover-page in which a stock ornament has been pleasingly used.

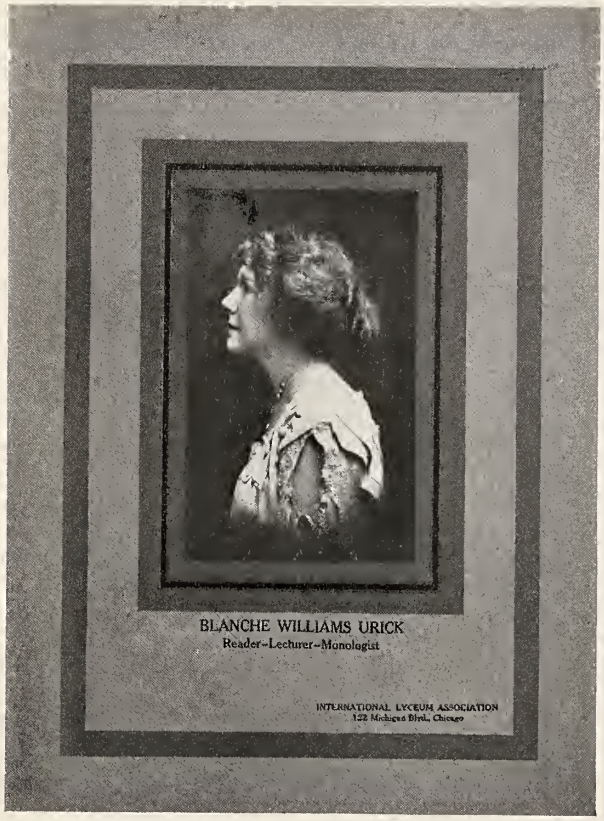
A MENU of the Hotel Utah, Salt Lake City, for St. Valentine's Day, shows a tint-block made up of heart-shaped designs. The tint-block covers the entire menu card and is printed in red — the latter being a trifle strong, however.

SPECIMENS from the Hoeflich Printing House, Philadelphia, Pennsylvania, show an excellent use of papers and colors. The combinations are very pleasing. The typographical arrangements are also very satisfactory, calling for no criticism.

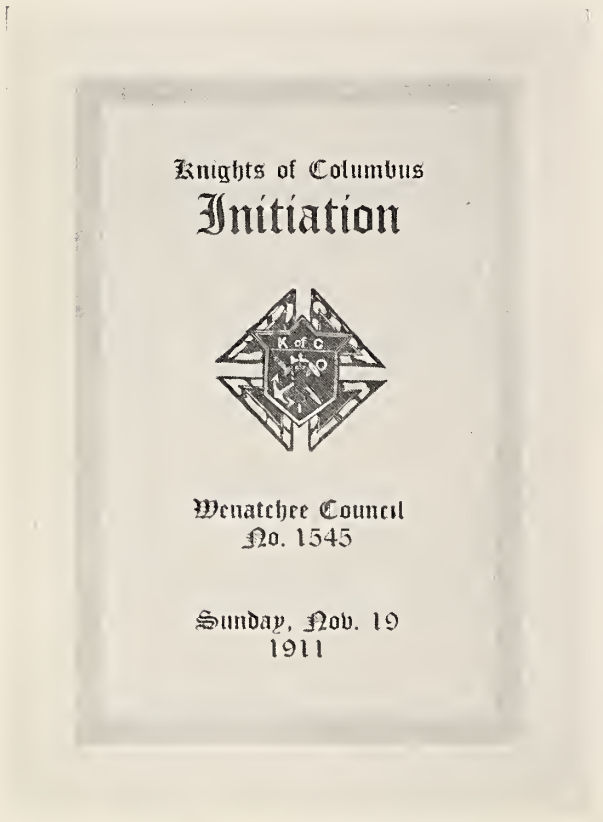
L. P. BUSCH, Westerly, Rhode Island.— The work is very good throughout. We think, however, that if you had used black ink on the booklets the results would have been more uniform and pleasing. We would also suggest that a consideration of tone harmony would question the use of the

heavy rule around the cover-page for the "White House" booklet. It rather overshadows the type and the other rules.

R. C. Williamson, Des Moines, Iowa, sends in a package of very attractive work. Perhaps the most striking is a folder printed in black and gray



Interesting design by R. C. Williamson, Des Moines, Iowa.

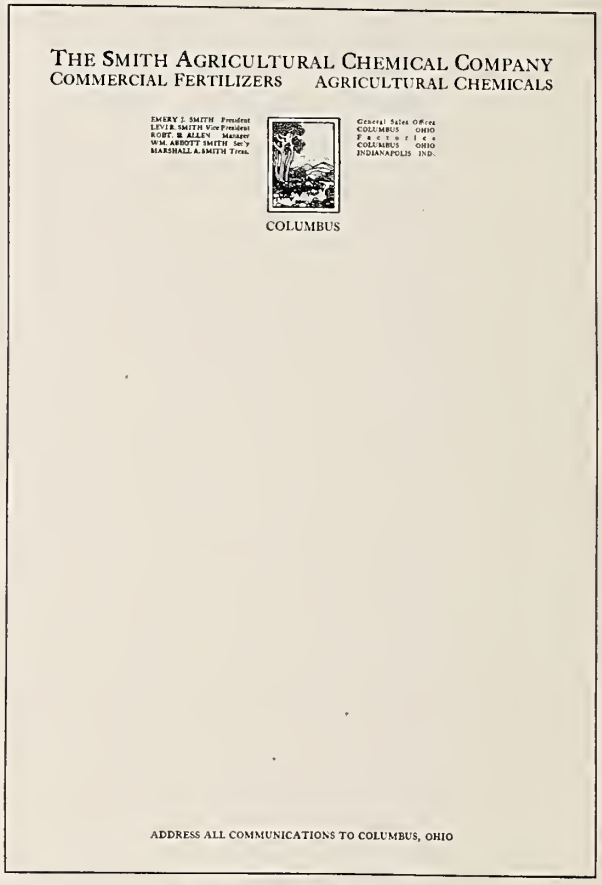


From L. E. Ovenden, Wenatchee, Washington.

on gray stock, with a half-tone printed in purple on white stock and tipped on. We show herewith a reproduction of it.

T. H. Anderson, Boston, Massachusetts.— The half-page advertisement is nicely arranged and we find no opportunity to criticize the manner in which it is handled. The breaking up of the panels has been done in an effective manner.

W. Arthur Cole, Philadelphia, Pennsylvania.— The program and menu is unusually interesting and pleasing, both in text and appearance, and we find nothing whatever to criticize in its arrangement. The color combination is also excellent.



By Eli Black, Cleveland.

Careful typography and exceptionally good presswork characterize specimens from L. E. Ovenden, of the Wenatchee Printing Company, Wenatchee, Washington. The work throughout is gotten up in a manner that admits of no criticism.

Conrad Lutz & Sons, Burlington, Iowa, sent out about February 1 a seasonable hanger, consisting of Lincoln's Gettysburg speech, attractively printed in colors on white stock, with a medallion of Lincoln embossed on the upper part of the hanger.

From J. P. Gomes, Honolulu, Hawaii, we have received examples of high-class commercial work. The typography is especially pleasing, being simple in arrangement, with a few well-selected type-faces, and the color combinations are especially good.

Louis Blake Duff, Welland, Ontario.— The booklet is very attractively gotten up, both in text and design. The color combination is good and the mechanical work very satisfactory. We have no criticism to offer on the way in which it has been handled.

Henry J. Herbold, Buffalo, New York.— The specimens are very neat, the blotter being well arranged. Perhaps, though, a rule around the calendars would more effectively separate them from the balance of the text and render the design less confusing.

Harvey L. Blomquist, Great Falls, Montana.— The specimens are very pleasingly gotten up, although there are one or two points concerning them to which we would call your attention. On the title-page of the Christmas celebration program — an excellent piece of work — we would suggest that the condensed roman letter is rather out of place, and would prefer smaller sizes of the regular roman face, that a harmony of shapes may be preserved. You have preserved this harmony on most of the specimens. We note throughout the work a tendency toward the use of a red which inclines toward the violet, and would suggest that when red is used in combination with black an orange-red is preferable.



Three-color reproduction by Zeese-Wilkinson Co., New York city, from an oil painting.

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

PRINTING AT JUST PRICES.

To the Editor: DECORAH, IOWA, Jan. 5, 1912.

I have just been reading the article on "Shop Efficiency," in the January number of THE INLAND PRINTER, and I want to voice my appreciation of what you say in the fifth paragraph about the unfairness manifest in some localities where the cost system prevails and the disposition to "trust" prices is evident. I am not a user of the cost system as promulgated by the cost-finding congress, but long years ago we were using something along that line and are by no means averse to it. I have followed the course of the system as it has advanced, and it has seemed to me the tendency is too great to boost prices unreasonably. One of my friends who calls on the printing trade in the interest of a paper-house told me a few days ago that during the past year he had fallen down in the larger cities of Iowa while in the country towns his business was as good as ever. It was so noticeable that the manager of the house asked him why it was. In naming the towns he mentioned several of the larger printing centers of the State. We all know business has not come up to standard this year, but when a leading shop in a city like Cedar Rapids says it hasn't a job on the hook there must be more than one reason for it.

Pardon me if I have taken up your time on a subject that may not interest you, but I have felt that unless the industry took stock of the tendency of the times the pendulum would soon begin to swing the other way.

E. C. BAILEY.

PLACING THE BLAME FOR INCOMPETENCY.

To the Editor: SAGINAW, MICH., Feb. 12, 1912.

It would seem that one of the most important things concerning the printing-craft is preparation — not only in acquiring a familiarity with the multiplicity of details of the craft, but a fair grounding in the lower-grade branches of learning — an acquaintance with the three R's, punctuation, as much grammar as possible (the more the better), and the art of spelling. The latter might save the artist much unpleasant criticism by the foreman, and the denomination of "bonehead" by the proofreader, neither of which contributes to the printer's standing in the shop.

The blame for incompetency may be laid to foremen, employers and the committees on applicants for membership in local unions. The "hopefuls" who have aspirations some day to be editors apply for the position of "devil" and pass through the various stages toward the coveted altitude of journeyman, arriving there with a very poor equipment, due to the fact that their fund of general information was meager at first and that their inclination at school was rather in the direction of field sports and general deviltry than absorption of the branches taught. (These are the fellows who spell macaroni with two c's three hundred days a year, and more if necessary.) Their school-day habits, of filling the nearest schoolgirl's rubbers with tobacco juice and introducing their friends to the garter snake stowed away in their pockets, are reflected in the shop. They are a detriment to the trade and a cause for the boss' mourning the passing of the "intelligent compositor."

The remedy lies with the foreman or other person starting the boy on his career, and, as said, with committees appointed to pass on his competency. His way through his apprenticeship may not be marked to his advantage. Many an apt youngster with poor tutelage has emerged with very inadequate equipment. It would seem that the interests of the trade as well as the employer would be enhanced were the young man's mental ability and learning made a subject of investigation before he is allowed to commence the learning of this (profession, I might say), in which fair learning, if not erudition, and a ready mentality are of primary importance.

L. H. SWART.

A WHOLESALE TYPE ROBBERY.

To the Editor: KARACHI, INDIA, Dec. 14, 1911.

I am forwarding herewith four photographs which illustrate a series of thefts of type and material, extending over a period of probably ten years, committed by the storekeeper of this press. The robbery or robberies were only discovered by chance.

It is a frequent habit among Indians to hide their valuables in the walls and roofs of their houses, covering the *caches* with whitewashed mud plaster. In this case existing cupboards in the walls were boarded over, as will be seen in the photographs, and then plastered up to the level of the rest of the walls. It has been said that every inhabitant of this country is either a money-lender or a money-borrower. In the present instance our late storekeeper was a lender, and the mason whom he employed to execute repairs and whitewash his house was one of his debtors. As not seldom happens, disagreements arose as to repayment, and when the storekeeper was being prosecuted for the theft of a parcel of seven pounds of nonpareil dashes, which he had taken from the Press and concealed in his clothing — an offense which was detected by certain employees of the Press, who followed him and arrested him in the city on his way home — the mason saw an opportunity for requiting the harsh measures and threats to which, he said, he had been subjected.

The theft case was being prosecuted before the additional city magistrate, and there appeared every chance of his able pleader managing to upset the evidence of the somewhat ignorant and timid witnesses and making out a



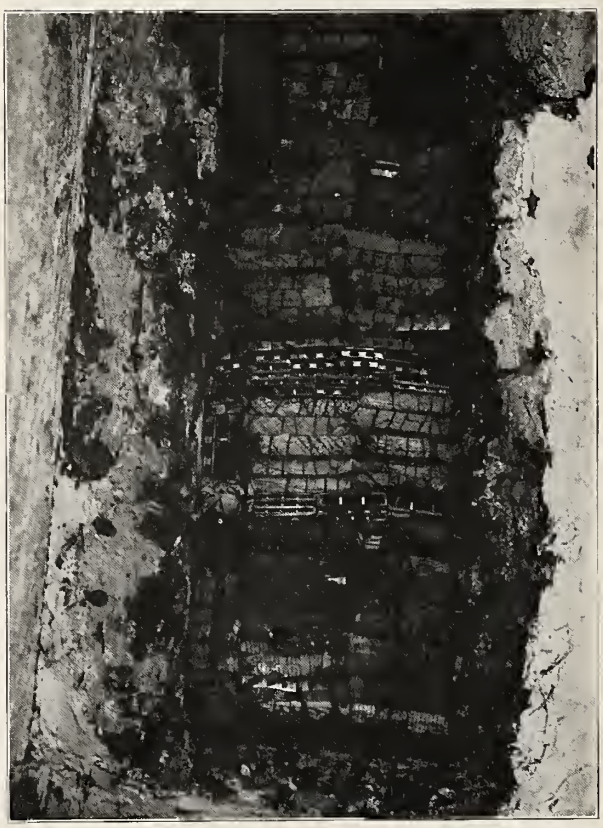
No. 1.— Back room on second floor, where the first lot of type was found after the idol had been removed.



No. 3.— The plastered-in cupboard in the front room on the second floor.



No. 2.— Back room on second floor.



No. 4.— Landing on first floor.

good case of religious persecution of a Hindu by Mohammedan witnesses. During the last hearing, however, the mason mentioned above sent a messenger, as I suppose, to the court, who told one of my compositors, who had attended as a spectator, that the prisoner had some very heavy goods concealed in the walls of his house and it was very likely to be type. This man immediately came back to the office and informed me, and I communicated with the police, with the result that on his return from court the accused, who was on bail, found police officers awaiting him with a warrant to search his house.

The walls of the ground-floor room were probed in vain, but on the second floor in a tiny back room, in which the accused, who is a practicing Brahman priest, kept his idols and implements of worship, the searchers were rewarded. In spite of the owner's protests, the goods and illuminated texts were removed from the walls and the plaster picked away in places. It was soon found that two of the walls were built in with type from the floor to the low ceiling. Only a comparatively perfunctory search was made that evening, owing to the approach of darkness, but was resumed next day in the presence of the additional city magistrate and other officers. The walls of the room where type had been found were completely stripped of plaster and hundreds of packets of type, many in their original foundry wrappers, came to light. Operations were then transferred to the front room on the same floor, where the walls were also industriously probed. There a cupboard sunk in the wall was found and another haul of stolen type and material was made. Another hidden cupboard was discovered on the first-floor landing.

Employees from the Press were occupied throughout the entire day in removing the type from the walls and packing it in boxes for removal to the court. So great a variety of type — English, Sindhi and Gujerati — was recovered, ranging from six-line pica to minion, signs and split fractions, including hundreds of pounds' weight of brass rule and leads and a goodly supply of quotations, that the actual value has not even yet been ascertained. But the weight is estimated to exceed three thousand pounds and the value will probably be found to approach £400, some of the vernacular type being extremely costly.

The culprit has been sentenced to two years' rigorous imprisonment, and the type, which filled thirty-one type-boxes, has been delivered to the Press, a great part of it bearing the pin-mark of government foundries or in other ways being recognizable as our property, and the remainder having been confiscated to the Government on the ground that it probably does belong to the Press, although it can not be definitely recognized.

HENRY L. PHILLIPS,
Superintendent, Commissioner's Printing Press.

POINT SYSTEM IN PAPER-RULING.

To the Editor: PHILADELPHIA, March 14, 1912.

In this neighborhood, at least, there is a condition in blankwork which, I believe, can be improved, and I am persuaded that you are willing to help improve it by giving the matter a little publicity. I therefore present the subject for your consideration.

In blankwork, when a compositor comes to fit the type to the usual paper-ruling, there is a great deal of adjusting to be done to make accurate alignment, for the reason, perhaps, that there is not the right standard of measurement used in the ruling of blanks. It seems to me that if the printers' point system can be applied to the ruling of blanks and blank-books, a great advantage would accrue to both of the crafts mentioned, and would result in greater accuracy and efficiency in the work done. The inch measurement, with its fractions, does not seem so well adapted to blankwork since the accurate point system has been adopted by printers. I believe if this latter system of measurement were once adopted by blank-book men they would find it of as great utility as the printers do, who would not think of returning to any old system of gaging type. Cooperation of paper-rulers and of printers in this matter is highly desirable. SAMUEL W. HOSKING.

SAVES THE DAY.

When the staff of the Lexington (Ky.) *Herald* reported for duty on the evening of Friday, December 15, they were greeted with the information that the city's gas supply was shut off, due to the bursting of a large main — one of the effects of a landslide forty miles east of Lexington, caused by heavy rains. The break was so serious that it could not be repaired in less than twenty-four hours, and consequently there would be no gas for fuel that night.

As the *Herald's* Linotypes are equipped with gas burners, it was incumbent to devise some other means of heating the metal immediately if the paper was to be issued on time as usual on Saturday morning. Although the other Lexington newspaper was an evening journal, whose plant would naturally be idle during the night, it could render no assistance in this emergency, since it also was in the same bad fix. Plan after plan was suggested and rejected as impracticable, and as time passed the situation began to take on a most serious aspect.

Finally the managing editor, in sheer desperation, gave the order to "close down and miss an issue." He announced his decision reluctantly, with tears of rage and mortification in his eyes, and only after every suggestion had been given careful consideration and found inadequate. In fact, almost every member of the force was on the verge of nervous collapse from the strain and worry caused by the unusual condition of affairs.

At this juncture Maj. F. C. Leaming, foreman of the composing-room, conceived an idea, which being put into execution saved the day. Mr. Leaming had learned his trade in a country printing-office, and remembered many of the makeshifts he was compelled to resort to in his youthful days. He still retained a high opinion of the resourcefulness of the country printer, which is not always shared by those whose experience has been confined to the modern and well-equipped plants in the larger cities.

He recalled that the *News*, published at Georgetown, twelve miles from Lexington, had recently installed a quick-change Model 5 Linotype, the metal-pot of which was heated by artificial gas manufactured on the premises. A hurried consultation over the long-distance telephone with W. F. Thomason, publisher of the *News*, resulted in securing the use of his machine for the night.

By 9 o'clock a special interurban car, carrying one linotype operator, a hand compositor, a telegraph operator, one reporter, and the office boy, all in charge of Major Leaming, arrived at the Georgetown *News* office and undertook the task of issuing an eight-page daily paper in a country weekly shop. By dint of extraordinary effort, aided by the unbounded enthusiasm of all concerned in the work, and with the constant use of the special electric car running between Georgetown and Lexington all night, a very creditable eight-page *Herald* was on the streets at the usual hour on the morning of the 16th.— *Linotype Bulletin.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THERE will be a printing-trade exposition held this April in the City Exhibition Hall at Manchester.

THE London Society of Compositors, during the last six months of 1911, paid out £39,109 ($190,703) for out-of-work and strike benefits. There were 2,434 recipients of relief.

FIFTY-TWO superannuated members of the Manchester Typographical Society, aggregating 7,760 years at their craft, were entertained on January 6 by the Jobbing Printers' Guild.

A CENSUS taken on behalf of the city of London shows that within the 638 acres comprised in the area under investigation there are 50,600 workers in the printing and kindred trades.

THE printing-office of Waterlow & Sons, Limited, London, despite the workmen's strike of the past year, shows a clear profit on its balance-sheet for 1911 of over $800,000, and has declared a sixteen-per-cent dividend.

AT the annual conference of the English Labor party, lately held at Birmingham, it was resolved to start a labor paper, to be called *The Daily Citizen*. A company with a capital of £150,000 is to be formed to publish it.

THE house of Doctor Johnson, in Gough square, Fleet street, London, has been bought by Cecil Harmsworth, member of Parliament, for a Johnson museum. He has also purchased an adjoining house, for the residence of the curator of the museum.

OFFICIAL figures in the *Labour Gazette* show that, during the past year, 5,789 employees in the printing and allied trades of England secured wage increases, as against 2,979 the previous year. The increases for 1911 amounted to £593 ($2,885) a week.

AN application has been made for a patent on an envelope designed to indicate plainly whether it has been unwarrantedly opened after sealing. Usually envelopes are surreptitiously opened by means of steaming the flaps. This invention is provided with gummed-paper strips which become discolored when steam or dampness is applied.

THAT the office of Wertheimer, Lee & Co., English and foreign printers, London, must be a pleasant shop to read proof in is shown by the fact that S. Dunn has just completed sixty years and A. W. Bethell fifty years of service as readers in the place, because of which an occasion of felicitation was recently made, when the two patient gentlemen became the recipients of presents from their employers and their fellow workers.

THE union printers of Liverpool have secured an advance in weekly wage of 2 shillings on the newspapers and 1 shilling in job offices, with a further advance of ½ shilling for the latter on August 1 next. Overtime rates have also been increased. The new weekly rates are: Morning papers — Linotype operators, £2, 14s., 6d. ($12.26); hand compositors, £2, 8s., 6d. ($11.80). Evening papers — Operators, £2, 6s. ($11.19); hand compositors, £1, 18s., 6d. ($9.36). Jobbers and pressmen, £1, 17s., 6d. ($9.12); after August 1, £1, 18s. ($9.24).

THE *Caslon Circular* for February has this to say in discussing costs: "The Ben Franklin Club of St. Louis is attempting to standardize composition so that it can be sold by the square inch. Great simplicity is claimed for the system. An effect of extreme simplicity that we seem to have observed with regard to the square-inch system of charging for blocks is the facility it offers to customers for beating down prices. Extreme simplicity in the printer himself is sufficiently obvious already. If the principle is to be extended to his composition, the customer will be able to 'size him up' to a fraction."



SEPTEMBER.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

A NEW copyright bill has been enacted by the British Parliament. Among its noteworthy provisions are the extension of copyright to fifty years after the death of the author or artist, and the definition that the copyright covers all methods of reproduction, in whole or in part, in any form or language, etc., including, for example, the dramatization of a novel, or the production of a piece of music in a mechanical way (by the phonograph, for instance). On the other hand, newspaper reports, and reprints made for scientific purposes or for criticism, are not covered by the law, and speeches and readings may be printed, unless a specific prohibition against so doing is made by the speaker or author.

GERMANY.

THE newly elected Reichstag has among its members thirty-six editors, four master printers, three publishers and one compositor.

THE officials and faculty of the Berlin Trade School for Printers had an entertainment and banquet in January last, which was attended by nearly one hundred persons, including ladies. Herr August Koepsel, dressed in the costume of Gutenberg, read a poem written by himself in honor of the faculty.

On February 1 the publishing house of Bernhard Tauchnitz, at Leipsic, noted for its editions of English authors, celebrated its seventy-fifth anniversary.

The newly elected vice-president of the German Reichstag, Herr Philipp Scheidemann, member of the Social-Democratic party, is by vocation a compositor.

The association of German master printers (Der Deutsche Buchdruckerverein) at the beginning of this year had 4,757 members, a net increase of fifty during 1911.

A report coming from America states that a news-print famine was expected in Germany. The German craft papers deny this, and wonder how such a report originated.

Because of the greater cost of production, the stereotypers and electrotypers of Germany have made increases in the prices of their products, beginning with the first of this year.

Herr Joseph Klein, representative at Berlin of a press manufactory at Geisenheim on the Rhine, on February 1 celebrated his quarter-century connection with the concern, and also the fact that he himself sold one thousand of its presses in his territory.

Some unions seem to be well supplied with funds. Thus the Verband der Deutschen Buchdrucker (German Printers' Union) on January 1 had assets of 8,708,210.26 marks ($2,072,554). The total number of dues-paying members at that date was 65,399.

In December last the Monotype-Setzmachinen-Gesellschaft, Limited, was organized at Leipsic, with a capital of 300,000 marks ($70,400), for the sale of the monotype machines and their appurtenances in Germany, Austria, Hungary, Switzerland, Rumania, Bulgaria and Servia.

The publishers of the *Volksfreund*, of Nassau, a Christian-Socialist paper, were haled before court because they had, in newspaper catalogues and elsewhere, advertised it as a "liberal" paper. They were cautioned by the court, under a penalty of 300 marks for each instance, not to repeat the assertion.

The German Book Trades' Union, as usual, arranged for a series of lectures this winter in the Gutenberg Hall of its building in Leipsic. In February and March lectures by prominent men in their lines were given on the following topics: "The Outlines of the Evolution of Type-forms in Connection with the History of Culture," "The Evolution of Our Letter Systems," "The Basis of Our Letter-forms," "Instruction in Penmanship," and "The Art of Penmanship." Most of these were illustrated by lantern slides. The admission was free.

A lithographer, named Louis Hohmeyer, aged twenty-four, upon a wager, started on December 10, 1911, from Hanover, to make a journey on foot around Europe, to be finished in three and a half years. In this time he expects to travel from 4,500 to 5,000 kilometers (2,800 to 3,100 miles), averaging thirty-one miles a day and resting two days each fortnight. Part of his expenses are met by the Hanover *Zeitung*, and his footwear will be furnished by a noted shoe manufactory. If young Hohmeyer wins the wager he will receive 25,000 marks ($6,425).

Peace has at last been arrived at in the lithographic trade of Germany. Since last September over forty-five hundred lithographic workmen have been out, either on strike or lock-out, in fifty German cities, because of wage demands. Both masters and men have been very stubborn in their controversies. But in the first week of February an agreement was reached between the masters' organizations, the unions of the men and the committee representing the nonunion employees. The work-week is to consist of forty-eight hours for "lithographers" (designers, engravers, etc.), and fifty-three hours for pressmen and stone-correctors. The wages vary according to length of service and the locality.

The Bavarian ministry of state has sent notices of reminder to those concerned in the giving out of printing for the government service, that, as a rule, primary consideration must be given to the printing concerns which adhere to the wage-scales and comply with the regulations recently agreed upon by the organizations of the masters and the men. It has also directed that the officials of cities and communities be again cautioned to give out work to local printers, so far as it may be within their capacity to handle such.

The Royal Prussian Academy of Sciences is sponsor for a dictionary of the older German orthography, which is to be published by Hermann Böhlaus Nachfolger, in Weimar. It will be issued in parts, and the whole work will comprise eight volumes of one thousand pages each. In this connection it may also be stated that the famous dictionary started in 1852 by the Grimm brothers (Jakob and Wilhelm), which is for the German language what the Murray-Oxford is for the English, has now reached the thirteenth volume. This volume, which was begun in 1898, under the editorial direction of Prof. Hermann Wunderlich, contains 6,596 pages and takes in the words from *gewitzight* to *gewöhnlich*. The compilers on this dictionary now number fifteen, who are assisted by ninety-three excerptors, or hunters for words, word usages and phrases.

Effective April 1, the German government establishes the following abbreviations for the terms of the legal weights and measures of the country, to be used in government publications and in the public schools. To the German spellings of the terms we add the French and English forms (the latter, of course, being the American spelling):

	GERMAN.	FRENCH.	ENGLISH.
km.	Kilometer	kilomètre	kilometer
m.	Meter	mètre	meter
dm.	Dezimeter	décimètre	decimeter
cm.	Zentimeter	centimètre	centimeter
mm.	Millimeter	millimètre	millimeter
qkm. or km.^{2}	Quadratkilometer	kilomètre carré	square kilometer
qm. or m.^{2}	Quadratmeter	centiare (mètre carré)	square meter
qdm. or dm.^{2}	Quadrat dezimeter	décimètre carré	square decimeter
qcm. or cm.^{2}	Quadrat zentimeter	centimètre carré	square centimeter
ha.	Hektar	hectare	hectare
a.	Ar	are	are
cbm. or m^3	Kubikmeter	stère (mètre cube)	stere (cubic meter)
cdm. or dm^3	Kubik dezimeter	décimètre cube	cubic decimeter
ccm. or cm.^{3}	Kubik zentimeter	centimètre cube	cubic centimeter
cmm. or mm.^{3}	Kubikmillimeter	millimètre cube	cubic millimeter
hl.	Hektoliter	hectolitre	hectoliter
l.	Liter	litre	liter
t.	Tonne	tonneau de mer	.....
dz.	Doppelzentner	.....	.....
kg.	Kilogramm	kilogramme	kilogram
hg.	Hektogramm	hectogramme	hectogram
g.	Gramm	gramme	gram
mg.	Milligramm	milligramme	milligram

It may be suggested that English and American usage might well conform to these abbreviations.

Arrangements are actively under way for a monster book and graphic trades exposition, to be held at Leipsic in 1914. The legislature of Saxony has just appropriated 200,000 marks for its guarantee fund. The city of Leipsic has also appropriated a like amount, of which 50,000 marks are donated outright. A guarantee fund of 1,000,000 marks is in prospect. The city also places rent-free at the service of the exposition some four hundred thousand square meters

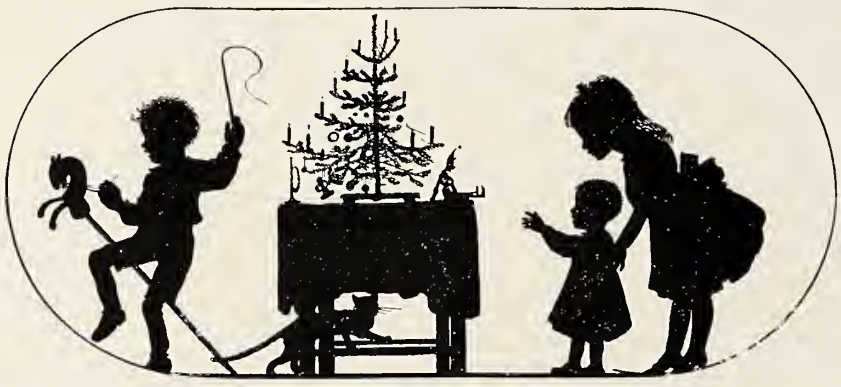
of space. Perhaps it may be well for American builders of printing and binding machinery to see about making a show at Leipsic.

FRANCE.

THE Société d'Impression pour Avengles (Society for Printing Matter for the Blind), of Paris, has just prepared a dictionary for the blind, containing thirty thousand words, in twelve quarto volumes.

THE remains of Nicolas Louis Robert, inventor of the papermaking machine, in Vernouillet, will be reinterred in a new grave, upon which a large monument will be erected, funds for which have been contributed by French paper manufacturers.

THE fifth volume of the "Gallia Typographia" has just appeared and is put out by the Champion publishing house at Paris. This work will extend to twenty volumes of four hundred octavo pages each, and will list chronologically and biographically all the printers of France from the beginning of the art down to the Revolution.



DECEMBER.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

THE *Bulletin Officiel* of the French Master Printers' Association had a large special supplement to its January issue. This was devoted to the graphic trades' exhibits at the Turin exposition of last year. It contained twenty quarto pages of the report and lists of graphic-arts exhibitors, seventy pages of illustrations of exhibits and samples of art and color printing, and forty-nine pages of advertising matter. In addition to exhibits from nearly all European countries and some from the Far East, there were some at Turin from South America, but none from the United States.

AUSTRALIA.

AN interesting decision was given by the judge of the Adelaide police court not long ago. A pressman was charged with having failed to fulfil his contract by refusing to obey the order of his employer to run off a certain job. According to the evidence of the employer's manager, on a Friday the defendant had been given a week's notice. At 5:30 P.M. that Friday the defendant, who was engaged on a price-list, refused to continue his work, saying he wished to seek employment elsewhere. In answer to a question, the witness (the manager) said the pressman had already worked his forty-eight hours, the week's work. The judge then inquired whether the employer has a right to make an employee work more than forty-eight hours if he does not choose to do so. The counsel for plaintiff answered, "Oh, yes," and added that in the Factories Act there was no attempt to interfere with the common-law right of the employer to require that his reasonable demands be obeyed. As regards the hours to be worked, it was purely a question of whether the command was reasonable. If the command was within reason, the refusal amounted to a breach of contract. Counsel for defendant contended that, as his client had worked forty-eight hours, he was entitled to cease work at 5:30, which was the regular quitting time. The magistrate held that there was no obligation on the part of the defendant to work more than the time fixed by the Wages Board, and that it was reasonable to seek other employments. The suit was dismissed.

SWITZERLAND.

AN advertiser in the *Neue Züricher Zeitung* offers for sale a rare collection of about one thousand almanacs, dating from 1735 on.

THE "Gutenberg Room" in the Historical Museum at Berne has been transferred to larger quarters on the second floor of the building. It is constantly growing in contents and interest.

A VISITOR, after attending a recent poster exposition at Berne, gave expression as to how it impressed him by writing the following parody on an old German drinking song:

Grad aus dem "Kunst"-Haus komm ich heraus:
Strasse, wie wunderlich siehst du mir aus;
Der Himmel ist gelb, und die Leute blau,
Und Kerzengerade die Blummen der Au,
Und "Holder"sche Menschen mit verrenkten Gliedern
Erbarmungswürdig mich ringsum anwidern

Of this we give a translation below. The Holder mentioned is an "artist" of one of the modern schools, one for which, it may be well said, a taste must be acquired:

Just out of the "art" house my footsteps I steer;
How strangely the street to my gaze doth appear —
The heavens are yellow, all persons are blue,
And straight as a stick are the flowers I view,
While Holderic people with limbs twisted wrong
Compassion arousing around me do throng.

AUSTRIA.

THE *Graphisches Centralblatt*, of Vienna, laughs because Herr Friedrich Derrer, a lithographer at St. Ingbert, has invented and received a patent on a machine for cutting — bacon.

GETTING tobacco from a paper factory is a French idea taken up in this country. It is not akin to cabbage leaves, nor is it brown paper soaked in tobacco juice, but it is produced from a mixture of finely ground remnants of cigars and tobacco-stems and clippings. This mixture is worked

just like paper-pulp, and by drying, pressing and stamping is formed into imitations of tobacco leaves.

THE Royal Academy of Sciences of Vienna has appropriated 50,000 crowns ($10,250) for the publication under its auspices of a dictionary of the Austrian and Bavarian dialects of the German language, which have much in common and are very pleasant to the ear, in beauty surpassing most other Teutonic dialects.

RUSSIA.

THE board of directors of the Moscow University has decided to take over the University Press under its own administration, and it asks for a government loan for five years of 25,000 rubles ($14,000), to pay the present debts of the office.

LAST October the union or association of master printers of St. Petersburg was suppressed by the authorities, the reason given being that it was an inactive body. This makes the workmen smile, as their unions are usually suppressed because of their activity. Catches 'em gwine an' comin', you see. In this connection it is to be noted that the third organization of the Baltic book craftsmen (after a six months' existence) is to be given a quietus — governmentally — for the reason that at its recent general convention wage topics had been discussed.



MARCH.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

BELGIUM.

THE Free Association of Printers of Brussels (L'Association libre des typographer de Bruxelles) on February 3 became seventy years old. At present it has 1,873 members, among them 139 honorary ones (those no longer working at the trade) and 30 pensioners. Of these, 1,650 are hand or machine compositors and 223 are pressmen. The weekly pension for members over sixty years of age is 6 francs ($1.15) for such as have been members twenty-five years, 7 francs ($1.35) for thirty-year and 8 francs ($1.55) for thirty-five-year members. An auxiliary section of *adhérents*, which admits apprentices over sixteen years old as soon as they earn 25 centimes (5 cents) an hour, has over five hundred members. A German contemporary rightly expresses surprise at the proportion of 500 apprentices to 1,873 journeymen.

SWEDEN.

THE printers' union of Sweden had been sued for damages by the masters, because of a sympathetic strike their employees had joined some time ago. The supreme court has now decided in favor of the union. The office furniture of the union's headquarters, which had been attached and placed under seal, has been released, and the early refunding to the union of 52,000 crowns, held as security pending trial, is expected. The union is now twenty-five years old, and has issued a jubilee publication because of the fact.

BOHEMIA.

A COMPOSITOR in this country is very poorly equipped if he does not know two languages, the Bohemian (or Czech) and the German, both of which are current to such an extent that every printer must be able to print matter in either. Therefore, the printers' central union and its local subordinates in many places have winter courses for teaching either language, as may be desired.

ITALY.

WAGE agreements for five years between masters and men in the printing industries at Genoa having ended on January 27, the men demanded an increase in the minimum weekly wages from 25½ to 28 lire ($5.40) for compositors, and from 24 to 26 lire ($5) for bookbinders, and for those now receiving higher than the minimum wage an increase of eight per cent. The employers were willing to grant these increases, but desired a seven-year contract and some changes in the regulations. But the employees would not agree to this and went out on strike two days later to the number of eight hundred. The daily papers gave in to the men, but at last accounts the jobbers are still out.

SPAIN.

THE Instituto Catalán de las Artes del Libro, a graphic trades organization at Barcelona, has issued a neatly printed 120-page almanac for 1912, containing lists of its officers and members, its history and constitution, the rules of the trade-school run under its patronage, a list of the various printing-trade schools in all countries, a list of the graphic-arts publications all over the world (rather incomplete, however, as regards those of England and the United States).

HUNGARY.

THE millionaire architect Robert Holitscher, a philatelist, whose collection of postage-stamps is believed to be the largest in existence, has sold it to a wholesale stamp dealer in Budapest, the price paid being 840,000 crowns ($172,200). The Spanish section of it alone is valued at 170,000 crowns ($34,850).

DENMARK.

THE government's stamp-printing office at Copenhagen was visited by fire on January 24. Most of the stamps on hand and all of the machinery and material were destroyed.

"B. L. T." PICKUPS.

ELEMENTAL WATSON.

Dan McGee's woodpile is going quite fast.

Nellie Lamphier, our schoolma'am, has changed her boarding place from Dan McGee's to G. Torgenson's. We don't know why.— *Howard County (Iowa) Times.*

THE QUICK AND THE DEAD.

Will exchange five (5) shares of stock in coffin factory for good five-passenger auto. Describe machine, etc., in first letter.—*Atlanta Constitution.*

WHY HORSERADISH IS HOT.

Owing to my factory and contents having been destroyed by fire, I wish to announce to the trade that I will be around in about a week with the usual supply of Rock Island brand horseradish. Respectfully, J. B. JOSEPH.

WHAT IS ZERO IN SUCCESS?

The masquerade ball given by the fire department was a decided success, they realizing about $30 above success.— *Virden Record.*

A POET CRAVES INFORMATION.

What is old paper worth per hundred pounds?
Where can I sell original poems? READER.
— *St. Paul Dispatch.*

YE ED ALONE SURVIVES.

There is no more danger of scarlet fever in this city, all have been killed and the scare is over.— *Carroll County Democrat.*

BULLETIN NO. A — 408.

I find it has been the practice to allow engines to stand in front of the passenger depot at Bloomington while eating. This practice must be discontinued at once; it not only creates a great deal of noise, but smokes the station badly. SUPERINTENDENT.
— *Posted in a roundhouse in Peoria.*

AGAIN THE POWER OF THE PRESS.

On account of the crowded condition of our columns, a number of births and marriages were postponed last week. — *Bloomfield (Ind.) Democrat.*

WELL!

The topic for church service next Sunday morning at Dell will be "Hell." — *Benton County (Mo.) Enterprise.*

THE BLOW ALMOST KILLED FATHER.

W. R. Robbins and Dr. Craig were driving in the former's car from Thayer to Chanute when Mr. Robbins, in order to blow his nose, took his hands off the steering wheel. The car turned from the road and ran through a barbed-wire fence.— *Iola (Kan.) Register.*

CARD OF THANKS.

We wish to express our many thanks through the *Commercial* to our neighbors and friends for their help in the fire which destroyed our home.— Mrs. M. F. Lytton, John Lytton, Nola Lytton.— *Union City (Tenn.) Commercial.*

"THE SECOND POST."

DEAR SIR,— I am in requst of some one to publish A book for me and as I have bin recimmended to you by the R. R. Donnelly & Co I feal asurde you will be willign to publish it for me It is A noval and A good one to so people tell me that ought to know and I have read sevral my self It will probly make A book of about 200 pages owing to stile and tipe I chouse to cale the title Roses and Thorns I will give you A good show on it as money is not what I am aftre so hoping you will take it and do the best you can I hope to hear from you soon I Remane Yours Truly.— *Received by a Chicago publisher.*

AND HOW CALM THE OCEAN IS!

I've fallen in love with the salt-water bathing. It feels wonderfully refreshing here, below the equator.— *Des Moines Capital.*

THE HEIGHT OF PARENTAL AFFLUENCE.

Mr. and Mrs. Charles Pooley and Elisha Irwin left for Texas, where they will visit their son, Irwin.— *Goshen (Ind.) News-Times.*

WEIGHT AT RINGSIDE NOT GIVEN.

Mrs. J. L. Paris left for Paris to-day, where she and her husband, for whom she has been separated for some months, will again take up the battle of life.— *Oakland (Ill.) Messenger.*

PAGE MR. NAT GOODWIN.

Wanted —An experienced married man to work on farm. Inquire of Gust Flodell.— *Rockford Star.*

IN SLUMBER?

During his whole lecture last night Professor Gregory held the wrapped attention of his audience.— *Cedar Rapids Times.*

WHY DID CHARLES SMITH SMILE?

Fred Horton, the blacksmith at Charles Smith's shop, hit the iron all the harder Wednesday morning — a son born that morning was the cause. Even Charles Smith smiled.— *Tampico (Ill.) Tornado.*

NOTHING UNUSUAL IN KENOSHA.

He shouted to the man and told him to be careful that the fast train was expected at any minute and the dead man called back to him that he would look out for the train.— *Kenosha News.*

AN OPTIMIST.

I lately took advantage of the bankruptcy law but will remain in the grain business and believe my former success will continue.— J. M. Ernst.— *Grain Dealers Journal.*

WE GET YOU.

Wanted —A competent stenographer. Who has had business experience only. Cooper Wagon Company.— *Dubuque Telegraph-Herald.*

A SUDDEN LOSS OF FLESH.

She was given a sudden shove by a woman. Before she could recover her avoirdupois she noticed that her purse snapped.— *Milwaukee Journal.*

AND EXHIBITED NO EMOTION.

Mr. and Mrs. Jesse Gallatin attended the sale of Mr. Gallatin's father at Martinsville Saturday.— *Marshall Herald.*

FRIEND WIFE.

We have a car of nice dry kindling, just received. Your wife will appreciate this, for it splits very easily.—Akers Lumber Company.— *Monte Vista (Colo.) Journal.*

PIPE THIS.

The teachers and pupils of the Hawthorn school had vacation Monday on account of frozen pipes.— *Wheaton Illinoian.*

M. OR L. SNAKE.

The snake is a huge specimen, measuring 6 feet and 14 inches in circumference.— *Galveston News.*
—*A Line-o'-Type or Two, Chicago Tribune.*

Productive Efficiency

BY R. T. PORTE.

The Merit System for Printing-offices.

To allay any misunderstanding, we declare at the outset that the system discussed here is not given because it is "ideal" or even practical, but is given for the purpose of starting a discussion along the lines indicated, and to aid in determining whether it is possible to make such a system practicable. As with the cost system, this problem is entirely a matter of evolution, and no one should say such and such is the correct way, and shut off all discussion for the other side. There has been a little too much of that in the past over cost systems, but light is beginning to come and we will soon have a better understanding. This is why the merit system given here is not put forward as the answer to all the problems and possibilities of such a system, but is a "starter," and will open the way for a broad and free discussion which will no doubt lead in the end to some definite agreement of action or method.

The matter of a merit system has been in the writer's mind for years, but the only solution was discharge for the incompetent, patience to those who merely did not know and wanted to learn, and a "raise" in wages to those who advanced. This in a way is fairly good, but we are advancing rapidly, and some better method must be taken to reward those who are employed and deserve consideration for extra effort.

It is evident that no merit system is possible or practical without a cost system. The same is true of efficiency, estimating, profit, and real success in business. It is impossible to analyze any modern problem of the printing business without first going back to the cost system, for on it depends all the information that makes for success. It is the compass that shows the road.

When visiting an Ohio city a short time ago, a printer asked the writer if he had ever studied out a "merit and demerit system," and if he thought such a system practical. It was a question that had never been asked, and no direct reply could be given, as there was nothing on which to form an opinion. The printer then took out a rough draft of a system, and said it was something he had drawn up, but had not put in operation in his small plant, although he believed it would work successfully. A copy of the draft was made, and at the next meeting of the Efficiency Club of Cincinnati the plan was laid before the members and thoroughly discussed. There were nearly as many opinions as members present. The meeting was decidedly interesting, and the "merit system" was made an order of business for several meetings thereafter. The rough draft of the system is as follows:

THE MERIT SYSTEM.

Cooperation is the first law of success. In order to place this shop on a plane above the ordinary print-shop we offer the following extra rewards for extra efficiency. These will not affect regular wages in any way, but are extra rewards for extra effort. All work will be accurately planned before going out to the shop, so that no time will be lost by the operator planning how to do it. Follow the plans specified exactly.

For every merit we offer a bonus to be at the same rate as the operator's time for one minute. Each demerit cancels one merit. Fifty demerits two months in succession or one hundred in any one month insures discharge. Not more than ten demerits in one month, no merits, $1. Where two or more operators work on the same job the merits will be figured on the quantity each operator did in a given time, dividing total quantity by total planned time.

For every five minutes cut from planned time:

Cutter, 5 merits.

Compositor, 8 merits.

Feeder, 10 merits.

Handwork or bindery, 2 merits.

No lateness nor absence with or without permission in one month, 25 merits.

Catching and preventing job going out with some serious defect, 10 merits.

Catching and preventing job going out with some very serious defect, 20 merits.

Catching and preventing job going out with some extremely serious defect, 30 merits.

DEMERITS.

For every five minutes or fraction thereof added to planned time:

Cutter, 5 demerits.

Compositor, 8 demerits.

Feeder, 10 demerits.

Handwork or bindery, 2 demerits.

Lateness of over 5 minutes, 5 demerits.

Lateness of over 8 minutes, 10 demerits.

Lateness of over 15 minutes, 20 demerits.

Lateness of over 20 minutes, 25 demerits.

Throwing waste paper on the floor, for each offense 10 demerits.

Entering time on time slip at any time except immediately after operation, 30 demerits.

Entering time on time slip incorrectly, 50 demerits.

Spitting on the floor or in the waste-basket, 5 demerits.

Profanity, 4 demerits.

Changes on second proof after being once corrected, 5 demerits.

Feeder wasting more than three per cent per color on any job, 15 demerits.

Feeding job crooked or out of register, 30 demerits.

Cutting wrong stock or size, 30 demerits.

Shipping so carelessly as to cause a complaint, 30 demerits.

The adoption of such a system means first that the "front office" must be highly efficient. There must be everything at hand to plan the work before it goes into the workshop. There must be records of all kinds as to time used in different classes of operations; a standard must be adopted for various classes of work, and the man who makes the estimates must be experienced and have at his disposal everything that he can possibly obtain to assist him in getting correct standards of time.

Here, then, is the first step: a highly developed and consistently managed "planning" department, and one in which the employers have confidence. This is the most important feature of all, and, unless its problems are solved, the merit system can not be introduced.

The office must have an absolutely correct cost system, and one that it is impossible for any employee to "beat." That means timekeepers and time-stamps. The employee

must not be allowed to make out his time-report, but a system arranged that is fair to employee and employer — with no possibility or chance of error in time.

With these two matters taken care of, and working satisfactorily, the largest part of the work has been accomplished, and the rest are but matters of detail.

There is hardly an employee that will not be glad to get a merit, but there is liable to be trouble over the demerits. The plan given here, however, is quite automatic, in that a demerit cancels a merit, and nothing deducted from the salary in case of demerits, and the only possible harm to the employee would be discharge. It may as well be settled that it is next to impossible to fine and collect from an employee and keep the *esprit de corps* of the plant in anything like working order. The only remedy is patience — if the workman is really worth it — in trying to get him to do better, or discharge without any further ado. No other methods have proven successful.

In the plan printed here, the largest merits are for catching errors in work. This will naturally keep every one on the lookout for errors, and may mean the establishing of a court to settle who saw the error "first." Difficulty may be found in this one item.

The merits on different classes of work are, perhaps, not ideal, and do not include all classes of work, but are merely a basis for such.

The demerits are the most serious problem, and will be the cause of the most trouble in the plant. Passing over the matter of extra time taken to do planned work, "tardiness" is taken up, and, while five minutes late causes only five demerits, yet each succeeding item makes a higher penalty. There is the question of whether some employees would not be inclined to miss the entire half-day rather than get the demerits. It may be just to take extra demerits, but there is a great possibility of trouble.

The rest of the demerits take up incidentals that may be added to or eliminated, as desired. The "spitting" demerits should be retained, not only for cleanliness, but for healthfulness. "Entering time" wrong is pretty hard to prove, and that is the reason comment was made insisting on the necessity of some correct way of recording time. Almost every demerit item shows possibilities of trouble, and will need a lot of careful study.

This is not much of an article in praise of the "merit" system, and many may consider it a knock, but such is not the intention. One must see the wrong side of things, as well as the right side, to be able to find the solution of any problem. It is entirely possible that this problem can be worked out and made a success, but, like the cost system, it can not be settled on one man's ideas and experiences, but on the ideas and experiences of many, and each problem solved by a frank and free discussion.

A merit system that could be worked would solve many of the estimating difficulties of printing-offices, would secure the highest efficiency from employees, and reward them for all the extra effort put forth. There are going to be many different opinions on this system, and the writer has not discussed one-half of those that have been suggested, but thinks it a good plan to discuss them later. If you think some such plan is possible, or you are using a plan of this kind, let us hear from you.

On the other hand, if you think it is all bosh, not practical, and will tend to injure employee or employer, write your opinion, too. But do not lose track of the fact that this plan can not be successfully introduced without a cost system, and all arguments must be based on this one thing. For the rest, go as far as you like.

A Property Man.

Every theatrical troupe has one very highly important individual, who, next to the "stars," has on his shoulders the burden of the play. He is the man who can make or mar the performance, who can arrange things that will upset the whole of the play, and cause a failure instead of a success. This man is the one who has charge of the visible and material things that are used in the play — he is the "property man." In his care are the thousand and one little things, each one of which is essential to the play. If he does not keep these things in order, have each one at hand at the moment it is needed, and at the very point and place where it should be found, and where it can be found, the play can not go on.

As highly important as the "property man" is to the theatrical business, he is not any more so than is the "property man" to a printing plant. If one man makes it his business to see that every tool and implement, every piece of material is put in its right place, and every article carelessly laid down by some one else is returned to its right place, no more useful person could be found in any shop.

There are many printers who have been brought up in the old school of printing, who find that they can not keep up with the speed of the younger fellows — and it looks pretty tough for them. They were trained to take care of material — if a type dropped on the floor, to pick it up — to lay the planer face up on the stone — to put quoins away neatly and in order — to keep slugs and leads in their right places — to *lay* type in cases, not *throw* it in — and they love the type and machinery.

This is the kind of a man every plant should have as a "property man." His ideas of design and style may not be modern, he may be slow, or a little sharp in tongue over how they used to do it; but put him in charge of the types, furniture and all material with the understanding he is to care for it, keep it in order, see that the type is properly distributed, everything clean and neat, and you'll be on the road to efficiency.

Too many times this work is put in the hands of a youth who thinks only of his weekly wages; who has not worked with the types for years as the old printer has; and who does not know or care that each type can understand and apparently realizes when a hand cares for it with love. These youths slam things around, for they think it a disgrace to care for the "*property*," wondering when they will ever be put on the case, or set a job from "manuscript."

If you have a printer who is getting slow, and you hate to let him go; if he loves his types and all that goes to making a plant, put him in charge of the material; make him understand that he, next to the foreman, is responsible for it. In a month you will hardly know your plant, or the proofs for lack of "w. f.'s." As a producer of efficiency the "property man" is without a peer.

"Crazy Efficiency."

There is a limit to efficiency in man or machine. There is a point at which it reaches its fullest expression and production. To go beyond means disaster. Every problem of efficiency should have "thus far and no farther" for its bounds, but there should be no let-up of effort until the result desired has been reached.

To set too high a speed; to claim in advance of a practical try-out that a machine or man can do a certain maximum amount, is bad judgment. But far worse judgment is taking "spurts" as a standard for average production.

To try to live up to these false standards is simply "crazy efficiency." To calmly say this has been done, or can be done, or should be done, and try to compel its doing, without any idea as to the average accomplishment, and basing an estimate of production on this high mark, without taking average results, is traveling the road that will lead to nowhere.

It is useless and positively ridiculous to consider "special stunts" or possibilities as standards by which to judge what a man or machine ought to do, and then complain that the workmen are no good because all do not come up to the high mark in individual work, or that the operation of a machine is disappointing. To push every one to the top speed, to force machines to their very limit, and never take into account different conditions, is in every sense "crazy efficiency."

There is an element of efficiency in getting all that is possible from a man or machine, but there is a point that it is better not to overreach. It is far better to make a good, clean average — possibly a lower mark than the one desired — and maintain that average consistently, for such a course leads to a steady advance in production as a whole.

To force the work, without careful study and understanding of the problem of efficiency, is liable to result in a lessened product, because of accidents, delays and mistakes.

Perhaps as good example as any to illustrate this point is to be found in the performance of a folding machine. This machine can be run, and "misses" made without any great injury and few stops. If the machine is speeded up to its full capacity, it grips the paper quickly, and the feeder has very little time to get the sheet in correctly, frequently becomes nervous, and makes many misses, and sheets are fed in such a way that there are many jams. Watching such a machine in operation, perhaps, for fifteen or twenty minutes, and noting that it seems to work smoothly, it might be thought that the machine was producing at its highest efficiency. But it will be discovered that, if the machine had been lowered a little in speed, every sheet could have been brought down to the points and the next sheets follow in steady regularity, so that the product at the end of the day would have been greater at the slower speed than at the higher.

Efficiency is a never-ending study. It should be remembered always that the product is the story, not the noise or hurry or bustle. Don't get mixed on Productive Efficiency and "crazy efficiency."

Register Work on Cardboard.

The problem of color-printing on cardboard is a pretty difficult one, especially if the sheets are very large. The principal reason for this is the side guide on the cylinder press. Unless the cardboard is absolutely square (and they say there is no such a thing as a true square) the board either presses against the guide as it is taken from the cylinder, or runs away from it. If the latter, the trouble does not amount to anything, but if the board rubs the guide or buckles as it is taken by the cylinder, perfect register is hard to get, and often necessitates running very slowly.

When printing book-papers this does not do much harm, as the sheet rights itself on the cylinder — but with cardboard it is entirely a different problem.

One investigating pressman had, not long ago, a great deal of trouble along this line, but finally hit upon a plan that gave perfect register, and he was able to increase the speed of his press twenty-five per cent.

The side guide was the regulation-screw-adjustment kind, and the feed-point was held to the feed-board by a spring. The feed-point could be raised up about an eighth of an inch. The pressman made a contrivance of strong cord and pulleys so that when the front feed guides lifted, they also lifted the side guide, and, if the cardboard was not square, it would run under the side guide and onto the cylinder true and even, without any side pull or buckle. When the point guides lowered, the side guide lowered, too, and the next sheet could be fed.

The apparatus is simple, and any pressman having troubles with cardboard can easily make such an affair on almost any style press, or a good mechanic can figure one out to work with the front guides.

A Good Day's Work.

The task accomplished, not the hours worked, tells the story of efficiency. A day's work is the accomplishing of some real positive and vital things. It may be only the planning of the work, or it may be doing the work itself. That the shorter-hour work-day is here, and here to stay, we must all acknowledge, but the shorter working-day must be a day of real work. There is no place in it for other than accomplishing the task. It is work when you work, play when you play.

Before the Civil War the hours of a day's work were long, twelve hours very often being the time used, but they were not twelve hours of work such as we know of to-day. A recent writer, in comparing that time with the present, has written the following:

> While the hours were long, it ought to be said that the pace was slow, and operatives had a great deal of leisure compared with what they now have. Machinery was run at slow speed, not having been brought to that stage of perfection which would admit of running it faster. The machinery always needed more or less tinkering, which made breaks and waits that do not now occur.
>
> In those days when there was a breakdown the piece to replace the broken part often had to be made, for that was before the day of interchangeable parts in machine construction. So that when a breakdown occurred (and breakdowns came often) it would sometimes take days to make repairs, which would now be made in a few minutes, or hours at most.
>
> Almost none of the mills were equipped with engines. They were almost entirely dependent for power on the old-style breast water-wheel; and since they were dependent on water for power, during the summer months, when the streams were low, there was much broken time.

These conditions could not last; the sudden demand for goods in the hurry of preparing for war made a change in methods. The water-wheel became supplemented by the steam-engine, and a higher pace was struck. But the man could not stand twelve hours of such work — the machinery could work, but the human machine needed rest. The hours were cut down gradually, not without a fight, but it had to come, until we have the eight-hour day. The task accomplished must still be kept up to the standard, or even increased, as wages, too, are increased. The standard wage of $2 a day became $3 and $4, and the work planned to be produced in a shorter time.

From the old hit-and-miss easy method, with time for rest during the working hours, thought was given to accomplishment. This resulted in a demand for efficiency. Many considered "hurry-up" the only efficiency necessary, and it was used with every opportunity. It was the great day for the "bully" foreman and "hurrah boys" methods, until the quiet man saw his skilled workmen playing out, and boys driven to do the work, with the result that the "good old-fashioned" staple product became scarce, and in its place, the shoddy, ill-designed and cheap product was a result; and knowing this was not what the workman could do, the inventive mind discovered what has been called "scientific management." It meant the planning of the task before being touched by the workman, and he once

more came into his own, and the product, under skilled, cool and correct methods, became like the "old-fashioned" article of long ago — something to be proud of. A good day's work is being done, the result of which is a matter of pride, but with the workman at his task shorter hours, and with time to rest. It is work while at work, and good, honest hours of work. It is the modern way, the efficient way.

The Machine Man.

There is a favorite line of talk on efficiency that a man is not a machine, and from this theories developed that sound very nice and comforting, but any one who has studied men for any length of time has come to the conclusion that men are machines, and each one adapted for a particular line of work.

A cost system applied to the workrooms of any plant soon shows that one man easily and quickly can do one class of work much more perfectly than another man, although both are supposed to be the same grade of workmen.

In the composing-room, before a cost system was applied, one man was supposed to be "great" on title-pages. Every one thought he was the best man they had. He spent considerable time on the pages, and got up good ones, without a doubt. After the system was installed a rush of work came in and another man was put on several title-pages, and when his time came in the work was done in one-half the time. The display and balance of the pages were just as good, though differing a little in treatment from the "expert." The superintendent of the plant could hardly understand it, but set to studying the men. The "expert" went to work in the hardest possible manner; the other took it coolly, as a matter of course, and his time was remarkably fast. Then, after a series of questions, the "expert" acknowledged it was hard work for him to set title-pages, but every one praised his work, so he tried doubly hard to get results, and that he would really rather do something else. The new title-page man said it was easy to do, and he liked the work; that he always studied the title-pages of all books he came across and noted their good points, and stored them in his mind because of the love of art from that standpoint.

The cost system brought out the fact that these two men were working on the wrong kind of work; that they were machines doing work that they were not fitted to do, although doing the best they could under the circumstances. When the right work was given them, they could use all their powers correctly.

Yes, there is a machine in every man to do one thing well, and he becomes more efficient by doing this particular work. It may appear hard, and many may ask what is becoming of the old-fashioned "all-around" man. These same men are "all-around" men, at least most of them are, and have a general knowledge of the business; but the point is, they can do one thing just a little bit better than something else, even without special training, and when given the opportunity it rapidly develops — until they are no longer required to do the many things fairly well, but the one thing perfectly, and are entitled to higher wages and do their work with more ease and no loss of energy.

It is the specialist who becomes efficient, in any walk of life, and the specialist is a man who has become a highly developed machine in producing results.



FUN AMONG THE ARTISTS.

Artistes, Poëtes, Musiciens at leurs Amis. Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

Cost and Method

BY R. T. PORTE.

Advertising and News.

The line between what is advertising and what is news is not always very distinct, and just where each begins and ends is a matter that is very hard to decide.

We have all heard of the " Press Agent " whose duty it is to " put across " advertising matter in the shape of news, and whose most conspicuous employment has been in the theatrical business. The great (or alleged great) success of these press agents has stirred others who desired publicity, and nearly every line of business has a press agent of some sort or other.

For instance, the dentists are alleged to have a national press agent whose duty it is to prepare articles on the care of the teeth, and slyly add somewhere something about going to the local dentist. Now, there is no good paper but would print an article that was instructive on the care of the teeth, as the subject is of interest to all, and educational — besides being useful, and perhaps a matter of news. But, the idea that it also is a sort of an advertisement for the dentist may not strike you at once — although it can plainly be seen why such an article might bring a customer to the local dentist. However, it is a good thing for the dentist to get this sort of publicity. Maybe it is good for the paper to print the article, but it is advertising just the same.

There are other instances where the press agent has been more or less employed in getting reading-matter into papers that would cost immense sums, and perhaps even refused, that is gladly accepted as reading-matter, because it is clever and its advertising feature covered up, but there just the same.

Take the case of a local dry-goods store. Certain additions are made to the building, and the paper is expected to say something about it as a matter of news. Yet it is advertising.

The local doctor pulls a severe case safely through, and the paper prints it as a matter of news. Yet is it not advertising the doctor?

The local preacher holds a special meeting, or series of meetings. They are written up — but is that not advertising the meeting?

Where are we to begin and end — what is advertising and just what is news?

If the local papers were getting what they were entitled to for the advertising that is really classed as such, it would not be quite so bad, but in most all cases advertising is sold much below actual cost, and then all this free advertising thrown in for good measure.

And nothing has been said about all the " boosting " the local politicians get — often free, or for a little county or city printing — and that, too, done below cost.

There must be a line drawn between advertising and news, and each paper, if it is to be a financial success, must see that real advertising is paid for — and that the price carries an actual profit, not a guess or maybe one.

The Typesetting Machine Question.

It would be foolish to say that a one-machine plant is not a success. There are too many of these in existence that are running successfully to disagree in any way with them. One typesetting machine can be run all alone and with one operator with great efficiency and good results to the owner.

There is also no need to tell how handy they are on a medium-sized paper, where in one or two days all the typesetting on the paper can be done, and not the bother of two or three compositors. The typesetting machine has come to stay for the medium-sized country printing-office, and nothing can stop it. It is a great thing; it is almost a necessity in these days, and the printer who has use for one, or sees a possibility for its use, makes no mistake in installing one.

But —

(I want to put that word in a line all by itself, as there is always two sides to every question, and the word " but " is the dividing line right here.)

The printer who puts in such a machine must figure carefully what he is going to save by its installation. It is hard to believe all the literature so gratuitously sent out by the machine dealers. While you can do with less labor than formerly, your investment in the plant is a great deal more. Increase in volume is the main advantage. Just consider these figures:

A machine, say, costs $1,500. One-half ton of metal at 8 cents, $80 more; extras, etc., $20, and motor or gasoline engine, $50 more, making a total investment of $1,650. Figuring depreciation at ten per cent — very conservative, as in less than ten years a new invention may wipe out your machine — and interest at six per cent, you have a cost of $246.25 a year. There are about three hundred working days a year, which makes a cost of 82 cents a day for the machine on these two items alone. Rent, power, insurance, taxes, small repairs, gasoline or gas for heating, and other expenses will average at least $1 a day more, making a total of $1.82. In fact, $2 a day is nearer correct. Now, adding wages, office expenses and many other things, you find it is quite a lump sum each day. You will probably use the machine only three or four days a week, and not over eight actual working hours a day — possibly twenty-four hours a week. The machine standing will cost $2 a day, or $12 a week, and using the machine twenty-four hours a week costs 50 cents an hour without labor or office expense being added, to say nothing of your own salary or a profit.

These figures are very low — and, in fact, by actual records should be made much higher — but they would not be believed if given, although no one can dispute them.

The typesetting machine is often a necessity, but it does not lessen your cost. If you are putting in a machine to reduce cost, you are burning your fingers. If you put it in as a necessary adjunct to your plant, you are doing the right thing.

Many INLAND readers who have machines will not agree with this — they'll say it is not so. But — and I use this for

the other side again — not one single printer who has a cost system in a country office will say it is not the truth. These men know what they are talking about. They have the records to prove it, and instead of fairy-tales they have facts and figures.

Put in a machine if it helps to better your paper or solve your labor problem — but not to reduce your cost of doing business, as you will be sadly disappointed — especially if you run a cost system.

The Difference Between Knowing and Not Knowing.

It is not always possible or good business policy to raise the price even if you are losing money, when it means a loss of the entire business. Not because it is not right to make the raise in price, and because it must be made, but the right moment and conditions must be so as to make it possible. This is perhaps truer in the country print-shop than elsewhere; but even with these facts, you should know the right price, so that when the right time comes you are ready to strike.

To illustrate this, as well as to show the difference between knowing cost and not knowing, I print with permission a letter received recently from a country printer. The writer of the letter does nearly all his own work with the assistance of one man, and is in a small inland town. He had a fire last spring and failed to keep his hour costs since the fire, although keeping the time records up as before. Prior to the fire he had actual cost records, and intended the first of the year to again keep hour costs, as he sees the importance of such information not only to himself, but to others. The letter, in part, is as follows:

> Friend Porte,— . . . When I burned out in the spring I lost all my time sheets, etc., and since that time I have not kept an hour-cost record, but I kept account of the costs up to that time, from the first of September, 1910.
>
> The cost of the four-page, all-home-print paper, 600 copies, averaged $50 per week. Some weeks it runs more and some weeks less, but would average that much; and that is actual cost — no profit added. To cover this cost I carry eleven columns of ads. at $2, or $22; locals or reading notices will run another $2.50; legals, including commissioners' proceedings, $18 per week, and receipts from subscription, $8 a week, making a total of $50.50. Figuring in everything I possibly can, I am just about playing even on the paper proposition.
>
> On jobwork I am making some money. I am charging $1.20 per hour for job-press work, composition and stock handling; $3 per hour for cylinder-press work, and 80 cents per hour for all bindery work. On this work I keep accurate time by the aid of the time sheets, and add thirty-five per cent profit to the actual cost shown. . . .
>
> Before another year rolls around I will increase my advertising rates to 20 cents per inch. Would have done it this year, but times are very hard in this section, and you know how it is in a small town; you almost have to knock a business man down to get him to advertise at all, and if I doubled my advertising rates this year I would lose practically all the advertising I have. . . .

A crop failure was the real cause of not raising prices on advertisements, although the printer is not making a cent on his paper.

What sounds good about this letter is the way the man talks about "knowing." He doesn't have to send in a rate-card and ask if it is too high. He knows his costs, and is going to use the sound business principle of selling his product at a profit, when the time is ripe.

This is clear business judgment, and this man is going to make a success, but it is possible for any printer to do exactly the same, and some day he will have to if he wishes really to prosper.

Starting in Business.

Each year sees hundreds of printers who have saved up a little money start up in business. If this department is to be of any value, it must be of service to those ready to start as well as those already in business.

What brought this to mind was the following, published under "The Man and the Field," in the January number of The Inland Printer:

> SEEKS LOCATION FOR JOB-PRINTING OFFICE.
>
> (1190) Gentleman with about $1,000 to invest seeks some location where there is an opening for a job-printing office. Practical printer. Western town preferred.

Perhaps few printers will see anything strange in this paragraph, and really think that the man is going at it in a correct way, and The Inland Printer is doing a good thing in printing the notice; that the man will get the location he wants.

If you read the paragraph again you will find this: "Practical printer." But no mention is made of "practical business printer," yet this man is ready to invest $1,000 of hard-earned money in a business of which no doubt he knows nothing of the cost, and his only experience is as a workman. He does not know bookkeeping, or how to run a cash-book, much less a system for ascertaining cost.

When reading this, I wondered if something practical could not be attempted for men just starting off in business. The Ben Franklin Clubs of many of the cities have secretaries who can not do all the cost-system work they would like to do. If they had one or two helpers, so much more could be done. The thought came that if there were many men with $1,000 or more ready to invest in a printing-office, what a great thing it would be for them to use $150 or $200 of this money to live on for three or four months and work under a secretary. He would get an inside knowledge on cost systems gained but by few — he could have many business points that would be worth thousands of dollars, and with the rest of his money he could start a small plant, put it on an immediate business basis, and from the start avoid all the mistakes so many beginners make.

If there is such a man, who wants to learn about cost systems and business, no doubt every secretary would only be too glad to have him, provided he would do his share.

In no other way could he gain as much knowledge of the printing "business"; in no other way could he so thoroughly learn the necessity of "efficiency"; and in no other way could he learn to avoid the leaks.

The money used would be the very best investment he could make, and undoubtedly be the means of laying the foundation of a fortune.

We have "business" colleges for cashiers, bookkeepers and clerks. Why not "business" training for the man who is about to start out in the printing "business"?

An Interesting Question.

The small printer just starting in has some vague idea of how much work he should do in order to make a profit, but he always has the idea in dollars and cents instead of in hours sold. As the thing the printer sells is time, plus paper-stock, ink, etc., there can not be a certain sum set as to the amount of work to do, because the paper-stock varies as to the amount of printing done.

A correspondent anxious to know about what his receipts should be, asks of us this question:

"What should a shop with three Gordons, a composing-machine, etc., turn out in quantity of work and net profit of same?"

It would be a pleasure to say in dollars and cents what this should be, but it is impossible. First, the cost of running such a plant must be obtained, and then can be figured the price and profit. But a general idea may be given as to how many hours must be sold in order to make a plant of this kind pay.

We will go on the supposition that there are twenty-six working days in a month of eight hours each, or 208 hours. In a shop of the kind described there would be one compositor and a two-thirder. The compositor would average about 5 chargeable hours a day, or 130 for the month, 78 being nonchargeable. The boy, who will do considerable distribution and other nonchargeable work, will average about 3½ hours a day or 87 hours a month, making 217 hours that must be sold in the composing-room.

A typesetting machine, presumably a Linotype, can not be profitably run less than twelve chargeable hours a day, or two shifts of eight hours each, two hours of each shift being nonchargeable, which is about a fair average. The machine must work 312 hours a month to be profitable.

The average job press does not run over fifty per cent chargeable time, or four hours a day, making 104 hours for each of the three presses, or 312 hours all told.

In the bindery you will have to sell at least five hours a day, for tabbing, perforating, folding and other work, or 130 hours for the month.

Paper-cutting and handling should average two hours a day, or 52 hours a month.

To summarize, a shop of the kind mentioned, to be profitable, must sell hours as follows, monthly:

	Hours.
Composition	217
Linotype	312
Job press	312
Bindery work	130
Cutting and trimming	52

Taking the average cost per hour for each of these departments, which is as follows: Composition, $1.20; Linotype, $1.50; job press, 75 cents; bindery work, 60 cents; cutting and trimming, $1; the cost of your departments will be as follows:

Composition	$ 262.40
Linotype	468.00
Job press	234.00
Bindery	78.00
Cutting and trimming	52.00
Total cost	$1,094.40

Your profit on this should not be less than twenty-five per cent on the average, or $273.60. This, of course, does not take into account paper-stock, ink, electros, or other merchandise.

These are as low figures as you can possibly get to, and, in fact, many will say they are much too low, but they are on the conservative side, and, unless you can get enough work for your plant to keep it busy according to the hours given for each department, you can not make money in the printing business.

You will have difficulty in keeping your costs down to the figures given for a small plant, and the average is somewhat higher; but if you trim your expenses, and keep the plant busy, you can make it, but not otherwise.

"Legals."

It is with some hesitancy that I write anything under the above heading. Not that I haven't anything to say — but the trouble is that I may say something too strong for publication.

If there is any one part of the country paper that should be done at a profit it is the printing of "legal" notices, proceedings, annual financial reports, and all other advertisements that are required by law. Here is one thing that *must* be printed, and the insane idea that there should be a "cut" price in this seems to be beyond reasonable comprehension.

Printers have been called by bad enough names, but I don't know of a single one of them that is bad enough for the man who "cuts the price" on "legal" notices. Every price made by law is only a fair one, not by any means high. In fact, the printers of one State, after cost systems had been applied to their newspapers, found the rates too low and a move was made to raise the price, and the legislature promptly did it. It was a sensible move, and along right business lines.

Those who have "legal" notices printed can in most cases afford to pay the right price. They are not objects of charity, and there is not any argument for a cut price.

There are just so many of these notices to be printed — a bargain price will not induce more of them — and it is better to charge the full price and print fewer than cut the price and lose money on every single one that is printed.

Movements are on foot in many sections of the country to stop rebating and lowering the price on legals, and the work should be vigorously pushed. Editorial associations, Ben Franklin Clubs, all printers' organizations should adopt in their "code of ethics" a paragraph on this important matter.

I could write two pages in THE INLAND PRINTER on this subject, and then not tell all, but it is hoped that this short squib will awaken the conscience of some printer who has been making a low price on legals, and if there are others in his community, may they get together and agree to stop the practice. The law allows you a fair price, and for heaven's sake get it!

CHICAGO CONCERN BANQUETS EMPLOYEES.

The Review Printing & Embossing Company, of Chicago, on March 2 gave a banquet to its employees. Harry M. Tolles, of the Sheldon School of Business Building, who was among the guests of honor, paid a high compliment to the company, declaring that "with its able management and efficient corps of workers, it is destined to become the best house of its line in the West." H. C. Trow, editor of text-books of the American School of Correspondence, also a guest of honor, said that it was the experience of his institution that, in purchasing large quantities of printed matter, the service of the Review company was so good that "they had learned to depend upon it in all emergencies, and that it had never failed to deliver satisfactory goods at the time specified in the order."

The Review Printing & Embossing Company has just completed a year under the new management of A. B. Rice and H. L. Schmidt, and these gentlemen are receiving many congratulations on the high quality of the company's products.

This was the initial banquet given by the concern in honor of its employees, but it will be made an annual affair hereafter.

WILLIAM M. NELIS REJOINS LINOTYPE COMPANY.

William M. Nelis, secretary of the Ben Franklin Club of St. Louis, has accepted a very attractive offer from the Mergenthaler Linotype Company to return to that concern and resume his former position with them. Mr. Nelis tendered his resignation to the Ben Franklin Club, which took effect March 15. During his short stay in St. Louis he made many friends and will have the pleasure of renewing the acquaintances made by calling upon the St. Louis printers in the interest of the Mergenthaler Linotype Company.

Newspaper Work

BY O. F. BYXBEE.

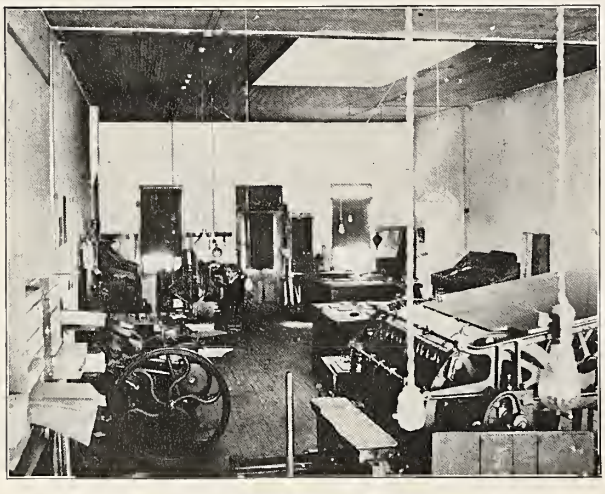
Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 33.

When THE INLAND PRINTER'S Ad.-setting Contest No. 33 closed there had been 338 ads. submitted by 228 contestants, making this the most successful of the ad.-setting contests which have been conducted in this department at regular intervals for the past sixteen years. Each contestant was required to furnish two hundred printed slips of his ad., so that it was possible to make up just two hundred sets of all the 338 ads. submitted. This was not enough to furnish each contestant with a complete set, however, and it was necessary to disappoint the twenty-eight who were the last to enter their specimens. The stamps which these last compositors sent were promptly returned to them, and all others were sent their sets of ads. as soon as the work of assembling them could be completed. On account of the unexpectedly large number of entries this work took longer than was estimated. It was necessary to number 67,600 separate slips, and to handle this large number a second time in making up the sets. These were sent out soon after March 1, and it is expected that the vote of the contestants will be completed in ample time to secure the photographs of the successful contestants and publish the complete result in THE INLAND PRINTER for May.

Good Work in a Country Office.

An interior view of the office of the Hamburg (Iowa) *Republican* is shown on this page. In this office is produced a very neat six-column, eight-page weekly. It is



Part of interior of the *Republican* office, Hamburg, Iowa.

filled full of news, is carefully made up, and the ads. are of the best. E. A. Webb is the only printer employed, and he handles not only the paper but also the jobwork, with the assistance of but one girl. The paper is all home print, but uses some ten-point plate matter to match the body type, which is much better than filling in a ten-point paper with



THE HAMBURG REPUBLICAN.

First page of the Hamburg *Republican*, Hamburg, Iowa.

eight-point plate. A first page of the *Republican* is reproduced, as it shows how nicely news matters are handled, even the shorter items having attractive headings.

Born Again After Twenty-five Years.

It is seldom that what is practically a new paper can legitimately place at the top of its first issue, "Volume VIII, No. 1," but that is what the *Franklin Journal*, Farmington, Maine, did on February 10. A little more than twenty-five years ago, on October 30, 1886, a sheet of paper, 11 by 16 inches, printed on one side, was the last issue of the *Franklin Journal*. This was the week following a big fire in Farmington which destroyed the property. Harry P. White, its editor, was not reconciled to his complete loss, and although twenty-five years have passed he has at last realized his hope and the *Journal* is reborn. It is an attractive seven-column quarto, and starts with good prospects for being a decided success.

Requests Another Rate-card.

Last month we published a rate-card for the *Tidewater News*, Franklin, Virginia. The *News* is now an eight-column paper, but in accordance with the suggestion made last month, Paul Scarborough, the publisher, is to change it to a seven-column page and asks for a card suitable for this size for a circulation of 1,670. The proper rate for a seven-column paper of this circulation would be as follows:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	$0.45	$0.80	$1.15	$1.55	$4.05	$6.95	$11.50
2 inches	.80	1.55	2.20	2.75	6.95	11.50	19.25
3 "	1.15	2.20	3.05	3.80	9.30	15.50	26.00
4 "	1.55	2.75	3.80	4.70	11.50	19.25	32.00
5 "	1.90	3.35	4.50	5.65	13.50	22.50	38.00
6 "	2.20	3.80	5.20	6.55	15.50	26.00	43.00
8 "	2.75	4.70	6.55	8.05	19.25	32.00	53.00
10 "	3.35	5.65	7.70	9.50	22.50	38.00	62.00
10¾ "	3.50	6.00	8.10	10.00	23.50	40.00	65.00
21½ "	6.00	10.00	13.50	16.75	40.00	65.00	105.00

This rate may be a little high for the location; if so, the following should apply:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	$0.40	$0.70	$1.05	$1.35	$3.55	$6.10	$10.25
2 inches	.70	1.35	1.95	2.45	6.10	10.25	16.75
3 "	1.05	1.95	2.70	3.35	8.15	13.50	22.00
4 "	1.35	2.45	3.35	4.15	10.25	16.75	27.00
5 "	1.70	2.95	3.95	4.95	12.00	19.50	32.00
6 "	1.95	3.35	4.55	5.75	13.50	22.00	36.00
8 "	2.45	4.15	5.75	7.05	16.75	27.00	45.00
10 "	2.95	4.95	6.75	8.35	19.50	32.00	53.00
10¾ "	3.10	5.25	7.10	8.80	20.50	34.00	55.00
21½ "	5.25	8.80	11.75	14.50	34.00	55.00	90.00

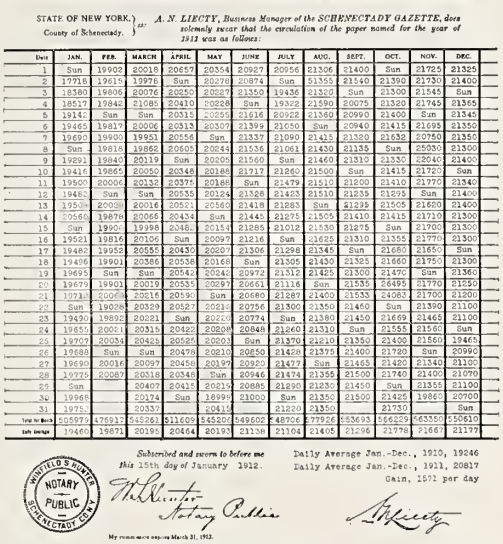
Mr. Scarborough further asks, " Please give me also the correct discount for electrotyped ads." There should be no discount for electrotyped ads. Every publisher knows the amount of work necessary to handle electrotypes on the press, particularly if they are mounted on wood, as nearly all of them are. Not only this, but if they are originally of the proper width it is necessary when they are used a second time to plane down the sides on account of swelling, and if they are made a little narrow to allow for this, then it is necessary to justify on each side with leads. If a discount is given it must be purely an arbitrary one of possibly five per cent or ten per cent, but such a discount can not be based on any saving to the publisher.

Good Way to Show a Circulation Statement.

Exact figures of circulation is what advertisers are demanding these days, and the paper which shows these figures in the clearest and most attractive way has a distinct advantage. The Schenectady (N. Y.) *Gazette* issued just the right kind of statement the first of the year, and it is shown herewith. This is not particularly different from many similar statements, except that it was printed on a specially ruled sheet, and has the figures in typewriter type, which is not only neat for the purpose but easily read. This sheet was enclosed in an attractive little folder, containing other important information for prospective advertisers regarding the *Gazette*, and on the first page was the title, " Good Record of a Good Newspaper in 1911."



Reproduced from the cover of the circulation statement of the Schenectady *Gazette*. The original printed in red, on light-brown cover-stock.


Circulation of the SCHENECTADY GAZETTE, from Jan. 1 to Dec. 30, 1911

STATE OF NEW YORK, County of Schenectady, ss: *A. N. LIECTY, Business Manager of the SCHENECTADY GAZETTE, does solemnly swear that the circulation of the paper named for the year of 1911 was as follows:*

Date	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1	Sun	19902	20018	20657	20554	20927	20956	21306	21400	Sun	21725	21325
2	17718	19615	19976	Sun	20270	20874	Sun	21355	21540	21390	21720	21400
3	18380	19806	20076	20250	20327	21350	19436	21320	Sun	21300	21545	Sun
4	18517	19842	21085	20410	20228	Sun	19322	21590	20075	21320	21745	21365
5	19141	Sun	Sun	20315	20259	21616	20922	21360	20990	21400	Sun	21345
6	19465	19817	20006	20313	20307	21399	21050	Sun	20940	21415	21695	21350
7	19690	19909	19953	20556	Sun	21337	21090	21425	21320	21632	20750	21350
8	Sun	19818	19868	20605	20243	21536	21061	21430	21135	Sun	25030	21300
9	19291	19840	20119	Sun	20205	21560	Sun	21460	21310	21330	22040	21400
10	19416	19865	20052	20348	20168	21717	21260	21500	Sun	21415	21720	Sun
11	19500	20006	20132	20375	20185	Sun	21479	21510	21200	21410	21770	21340
12	19461	Sun	Sun	20535	20124	21528	21423	21510	21235	21295	Sun	21400
13	19538	20038	20016	20521	20560	21418	21283	Sun	21295	21505	21620	21400
14	20566	19879	20066	20434	Sun	21445	21275	21505	21410	21415	21710	21300
15	Sun	19904	19998	20481	20154	21285	21012	21530	21275	Sun	21700	21300
16	19521	19816	20106	Sun	20097	21216	Sun	21625	21310	21355	21770	21300
17	19482	19952	20553	20430	20207	21306	21298	21545	Sun	21660	21650	Sun
18	19406	19901	20386	20536	20168	Sun	21305	21430	21325	21660	21750	21300
19	19695	Sun	Sun	20542	20242	20972	21312	21425	21300	21470	Sun	21360
20	19679	19901	20019	20535	20297	20661	21116	Sun	21535	26495	21770	21250
21	19731	20068	20216	20596	Sun	20580	21287	21400	21535	24063	21700	21200
22	Sun	19928	20329	20527	20231	20756	21300	21350	21450	Sun	21390	21100
23	19490	19932	20221	Sun	20210	20774	Sun	21380	21450	21669	21465	21100
24	19650	20051	20315	20422	20208	20848	21260	21310	Sun	21555	21560	Sun
25	19707	20034	20425	20525	20203	Sun	21370	21210	21350	21400	21560	19465
26	19688	Sun	Sun	20478	20210	20850	21428	21375	21400	21720	Sun	20990
27	19690	20016	20097	20456	20197	20920	21477	Sun	21465	21420	21740	21100
28	19725	20087	20316	20349	Sun	20946	21474	21355	21500	21740	21400	21070
29	Sun		20407	20415	20219	20885	21290	21230	21450	Sun	21355	21100
30	19968		20174	Sun	18995	21000	Sun	21350	21500	21425	19865	20700
31	19751		20337		20419		21220	21350		21730		Sun
Total for Month	505979	476917	645261	511609	545200	549602	548706	677926	653693	566229	663350	550610
Daily average	19460	19871	20199	20464	20193	21338	21104	21405	21296	21778	21667	21179

Subscribed and sworn to before me this 15th day of January 1912.

Daily Average Jan.-Dec., 1910, 19246
Daily Average Jan.-Dec., 1911, 20817
Gain, 1571 per day

Reproduced from the circulation statement of the Schenectady *Gazette*. Original printed on bond paper, and folded in cover.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Zenda (Kan.) *Citizen.*— This five-column quarto is published by a lad only nineteen years of age, and is a very creditable paper. Use a little more ink and see that it is properly distributed, and your greatest difficulty will be overcome.

Bay of Islands (N. F.) *Western Star.*— There is a marked improvement in your paper since it was last criticized. The ads. are much better than they were, and the presswork is also improved. A little more ink would help, and you should avoid using too many faces of type in a single ad., and do not try to display too much.

Grandville (Mich.) *Star.*— The issue of your paper sent for criticism was so badly crowded that there was little room for news-matter on the home-print pages. The page of automobile ads. was nicely arranged and displayed. You are evidently having some trouble with your new column-rules working up and cutting through the paper. This can be overcome by running a strip of thin cardboard or manila paper along the side of the offending rules for one or two issues until they become accustomed to keeping their proper places.

Mascoutah (Ill.) *Anzeiger.*— Your ads. show good judgment, but you should avoid using a shaded letter in a newspaper such as that in the ad. of Roediger Brothers & Co. The make-up is good, and the only difficulty seems to be with the presswork. Use a little more ink, and where a column-rule fails to show up because it is worn, this can be overcome by laying it on its side and tapping it with a sharp steel instrument near the bottom; this will raise the rule slightly, and if done with proper care will be found very effective.

A Subscription Bargain Week.

For just one week the Osceola (Iowa) *Democrat* made a big bargain subscription offer, accepting new and extended subscriptions at half rate, or 50 cents. This was announced two weeks in advance with a full-page ad. and a line across the top of the first page in thirty-six-point gothic, printed in red ink, " $1 Bills for 50 Cents. See Inside Page." The ad. gave the dates between which subscriptions would be received at this price, and stated, " We positively will not accept a bargain-price subscription before or after that time." This announcement was signed

by E. T. Wall, editor and publisher of the *Democrat*, who said that the object of this big bargain week was as follows: Having announced his candidacy for Congress, the editor and publisher of the *Democrat* is very anxious to materially increase the number of the paper's readers, so that as large a number of the people of the county as possible may have a chance to know how he stands on the issues of the day."

Rapid and Good Ad. Composition.

In THE INLAND PRINTER for February two ads. were reproduced, as set by W. Ellis Speer, of the Greensboro (S. C.) *Daily News*, together with a statement as to the



No. 1.

amount of time consumed in the composition. This statement was questioned by a number of compositors on one of Boston's dailies and Mr. Speer was asked to verify the figures. His letter follows:

Mr. O. F. Byxbee, Chicago, Illinois:

DEAR SIR,— Replying to your inquiry of February 21, would like to state that the time given by you in THE INLAND PRINTER was correct.

When I set the ads. in question I thought that I handled them in a very short time, and when I got through work I got a copy of the paper and wrote on the margin the time I took to set the ads.— not only the two that were reproduced, but every one of the batch I sent you was handled in this way.

The Boston compositors sent me a copy of the letter they sent you.

I am willing to make affidavit that I set all the ads. that have been reproduced in THE INLAND PRINTER in the time stated in each instance.

I am not quite twenty-three years old, got my card at age of seventeen, and for the past five years have made a special study of rapid ad. composition, trying to make every movement count. The thought that I was succeeding was the reason that I first sent ads. to you to be criticized. I have held regular situations in five different shops in this State, and can set at least a third more ads. on the *Daily News* than any shop I ever worked in. Everything is handy here — plenty of leads, slugs and rules, and they are all kept straight and distributed clean — is the main thing that helps me in speed.

If there is anything else I can tell you, or any way in which I can assist you, I am at your service. Yours truly, W. ELLIS SPEER.

This question of rapid ad. composition, as well as good composition, is being discussed more and more. The compositor who can not only set a well-displayed ad., but set it in quick time, is the one who is most eagerly sought, and the one who can command the largest salary. Among the ads. received this month is another in which the question of time is raised. Dot Martin, of the Eagle Pass (Tex.)



No. 2.

Guide, sends the full-page ad., reproduced (No. 1), stating that fourteen hours were consumed in its composition, and asks if this was too much. It depends on the copy. A compositor would be able to take this reprint copy, and, with



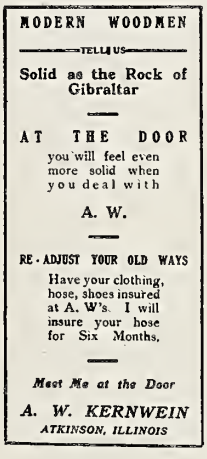
No. 3.

plenty of material at hand, set it in considerably less time; but with manuscript copy, not definitely laid out, and with a shortage of material, which often occurs in small offices, fourteen hours would be easily used in its composition. With the exception of the one line, "White Sale," which might have been in a less condensed and more prominent letter, the ad. is very nicely displayed and perfectly balanced. Among the other ads. received is a package of very



No. 4.

nicely displayed work from M. L. Moody, of the Rule (Tex.) *Review*. Nos. 2 and 3 are samples of Mr. Moody's smaller ads., and are excellent specimens of correctly balanced display. The border on these ads. is used extensively on the *Review*, both in six and twelve point, and shows to good advantage, as it avoids the necessity of a perfect joint at the corners. No. 4 is one of several ads. sent by O. A. Thompson, of the Ottawa (Kan.) *Herald*. This shows how an extra display line may be worked in very nicely at the side. P. D. Crew, of Creighton, Nebraska, sent a large ad., but as it is printed on yellow paper it can

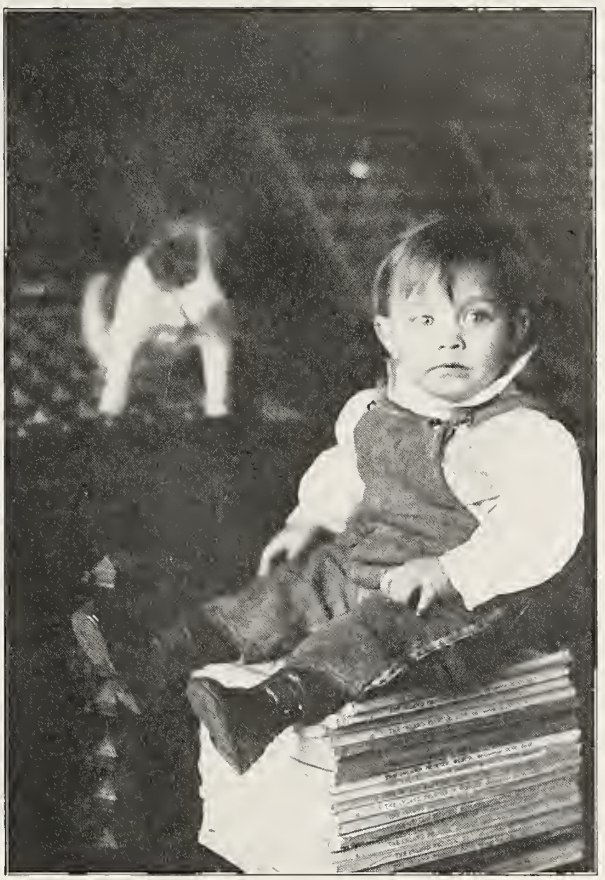


No. 5.

not be readily reproduced. This is attractively displayed, but the rule is too heavy — six-point would have been better. No. 5 is an ad. which was sent, together with the original copy, by Arthur Williams, of Geneseo, Illinois. Mr. Williams was puzzled as to how to display this, and no wonder. The ad. is not intelligently written, and for this reason it was difficult to know what should be displayed most prominently. As "At the Door" is apparently what the advertiser is accustomed to featuring, perhaps this should have been given the greatest prominence. As the ad. now appears, nothing stands out, and there is a sameness in the size of display all through. One good strong line would have relieved this.

A Youthful Typo on a Firm Foundation.

The photograph shown herewith is of Ralph Wendall Coffelt, a lad one year of age, son of R. M. Coffelt, of the Junction City (Kan.) *Republic*. Readers of THE INLAND PRINTER will readily recognize the firm foundation upon



ON A GOOD FOUNDATION.

Ralph Wendall Coffelt, son of R. H. Coffelt, of the *Republic*, Junction City, Kan.

which Mr. Coffelt has placed his son; with such an early start we trust he will grow into one of the shining lights of the art.

INLAND PRINTER SERVICE.

The following letter is indicative of the work THE INLAND PRINTER is doing in aiding the trade:

ALBEMARLE, NORTH CAROLINA, January 30, 1912.

The Inland Printer, Chicago, Illinois:

GENTLEMEN,— I am slow in acknowledging your esteemed favor and valued kindness of December 19, 1911, in which you gave me instructions as to how to overcome difficulty with my Babcock press, but it was only a few days ago that I was able to carry out your instructions. In doing so, I want to express to you my sincere thanks for pointing me to a way to overcome the difficulty. While I had practically followed the course outlined by you in previous attempts, yet some important details were omitted in all, and your directions were so plainly given that a novice could not err in trying them out.

In this connection, please allow me to thank THE INLAND PRINTER for the previous favor in directions to make adjustments on Linotype. I had no trouble in following directions, and now get only minute trimmings from back of slug, whereas before it was quite a large shaving.

Again thanking you for these favors, and extending best wishes to THE INLAND PRINTER, I am, Sincerely yours, J. D. BIVINS.

A CHICAGO policeman was hunting through the telephone book: "I'll be dammed if I can find the Knickerbocker Ice Company's number," said he. "I've looked through the N's twice."



A ROMAN GARDEN.

Villa Pauphili, Rome.

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Testing Linotype Metal.

The business manager of a Western daily newspaper writes as follows: "We have been having a great deal of trouble with our metal, both stereotype and linotype. The usual method, in a case of this kind, is to submit a sample to some metal concern, and, on its recommendation, to purchase a toning metal. I have done this, sometimes with success; but on a recent occasion of this kind, I insisted that the metal house give me the analysis of the metal sample submitted to it, only to find out that no real chemical analysis had been made. The metal concern had simply looked at the metal and guessed what was the matter with it. Can you tell me the name of a concern where I could submit a sample of our metal and get a true analysis?"

Answer.— You can have a quantitative analysis made by sending by express a small pig of the metal to Mariner & Hoskins, 111 West Monroe street, Chicago, who will test it and furnish you the percentage of each metal used in the sample. The cost will be $3 for each metal involved; about $9 in all. No metal concern will furnish you a quantitative analysis of the sample you furnish them, because it is quite unnecessary. Metal men are sufficiently informed by the appearance of the grain of a fracture of a pig of metal and by other tests to tell just about its condition; hence it is unnecessary to analyze it.

Second-elevator Transfer.

The following is from a Michigan operator: "I am having trouble in the second-elevator transfer. The transfer finger starts and gets past the lug on first elevator or, rather, intermeshes with same, and, of course, spaceband shifter is just about at entrance of box when it stops, and if I am quick enough I can catch it and save a slam, otherwise it goes over hard. Now I have thought of all kinds of things, but none of them helps except one. The lug intermeshes all right, the pawl in transfer head is in line or rather head is in line with second elevator, and matrices transfer readily enough by hand, even when they stick as I have mentioned. Have examined spacebands and matrices and thrown out bad ones, and still it goes on. The transfer finger is not bent, and all seems to work smoothly and does so on any other length of line. There is nothing on cam to stop the transfer, and elevator seems to rise high enough, and everything that I know ought to be is as it should be, but I am unable to account for it. I tightened up spring of transfer slide some, too."

Answer.— The binding you refer to in the transfer of a line may come from two causes — namely: guide block on first-elevator back jaw binding in the transfer-slide guide block, or the knife-wiper interfering with the upstroke of the elevator. To ascertain which is at fault you should test it out. To do this, lock the spaceband shifter and start the machine. When it stops, unlock the spaceband shifter and allow it to move slowly while observing how the guide blocks on the transfer slide and the first elevator pass. At this position you can determine where it binds. It is possible that the elevator guide block is not straight with edge of jaw, or it may be that the knife-wiper at times binds on metal in the vise frame and prevents its free movement. Clean the metal from around the bar and put in some oiled cotton waste and see that it works freely.

Matrices Damaged.

A Texas operator writes: "I read with much interest and profit your department in THE INLAND PRINTER, and apply as nearly as possible your suggestions to 'troubles of my own.' But I'm up against a proposition which has me 'beat,' and for which I have never been able to find any suggestion of a remedy. (1) I am enclosing a matrix. As you will note, the lower ear on the face of matrix is worn much shorter than it should be. It is practically a new matrix, in use only about two or three months. This worn ear causes matrix at entrance of magazine to turn or fall crosswise in channel and causes much distributor stoppage. I have investigated both escapement and magazine entrance and fail to find anything to cause this wear on matrix ear. What would you suggest? It is rather an expensive proposition, as it puts a lot of matrices on the bum in a short time. Lower-case e, t, a, o, i, n, s, r, l, c and v are affected this way, and some others I do not now recall. (2) Does it injure a mold to take it apart and polish the inside or back with very fine emery-paper or cloth? I do this sometimes when I have trouble with slugs sticking in mold and find it helps the trouble. Machine is a Model No. 3."

Answer.— (1) The matrix lower ear shows that it has been subjected to pressure, possibly by the mold. As you state many of your matrices are in like condition, we think there is some point causing wear on the ears that has been overlooked. We suggest that you take a micrometer and set it for .735 inch and try all of the first-channel matrices, as well as several other channels of matrices. Note if the lower ears pass through. The idea is to see if the wear is uniform. If they appear alike, it suggests that the wear is due to some point of contact during passage through machine. If this is the case, you must set to work and examine every place of contact of this ear on its way from the magazine until it leaves the distributor. But if you find that some of these characters are showing a wide difference, it suggests — as we stated at the opening of our answer — that the matrix was bruised by the mold, in which case it may be that the vise automatic is not in order, or else the operator forgets occasionally to connect the mold-slide handle before he starts the machine. This latter cause is quite common, and effects such damage. (2) We

would advise that the mold be not polished with emery in any form. Put blue ointment on it and leave it over night. Then, after cleaning it, put crocus powder on it and rub with the finger-tips. This will polish without harm to the edge of the mold. Slugs will not stick in the mold if the liners are not sprung and your slug is kept solid, and the clutch is kept in order. To keep slugs solid, clean plunger daily, keeping the grooves well open. Have a can of tallow and graphite in which to dip the plunger before putting it in the well. Clean the cross-vents with a pointed instrument daily, and once a week put a small lump of tallow mixed with equal amounts of graphite into the well. This will insure free action of the plunger.

Ears of Matrices Damaged.

A New Mexico operator writes: "I take THE INLAND PRINTER and read the Machine Composition department, and as I am in a little trouble I write you for information. (1) I am sending you two matrices on which you will observe the lower back ears are mashed on the corner. On page 208, paragraph 12, of your book it says this corner can be sheared off by duplex rail in first elevator. This may be the trouble. If so, how can it be prevented? But the matrix looks to me as if it had received a blow, as you will notice the corner is mashed out, leaving a bur on each side. The lower-case 't' matrix enclosed is a new one (had to order a lot of sorts), and has been used only a short time. The lower-case 'e' is an older one, and the bur formed on the corner has been filed off several times so that it would run in magazine. This is a good one compared with some others. I am having to order sorts now, but don't like to put them on machine until I find where the trouble is. I do not think the trouble is caused by striking the front of machine as the matrix falls, because it is done too rapidly and evidently gets a much harder blow than that. I have a Model 5 low-base machine, and this is the first serious trouble I have had with it. The two steel blocks (D-583) that trip the duplex rail seem to be worn a little, and I am ordering new ones. Also the duplex-rail levers (E-379). While they do not seem to be worn, the one on the right side seems to project further than the other, but when elevator is up the rail is drawn back flush and matrices seem to drop to transfer position all right. I am also ordering E-379. The lock-up seems to be all right, but this ear could not be mashed in lock-up, as it is on back side. Any information you can give me about this matrix trouble will be appreciated. (2) I think my mold-disk goes forward too far, binding the matrices so that spacebands will not drive up (especially in long line). Now this is to be regulated by the eccentric pin. On page 67 of your book you say, 'To slacken the pressure, raise the lever a trifle.' Now the lever on my machine stands almost or quite straight up; now if I want to bring the mold-wheel back from the matrices shall I push the lever forward toward front of machine or pull it back?"

Answer.—(1) In our opinion the bruises on the matrices, especially on the lower front ear of the "e," are not caused by the duplex rail in the first elevator. We believe the trouble is caused by the striking of the matrix on the upper edge of the lower-assembler glass. Remove it and observe its upper edge. Should the glass be found chipped or rough on the edge a new one should be installed at once. Possibly the upper glass, or the assembler-entrance cover, as the case may be, is loose at the lower end, which allows the upper edge of the lower glass to be exposed, which affects all lower-case matrices, notably those dropping vertically. We base our conclusions on the appearance of the bruise on the lower ear, and a somewhat modified defect on the ear above it. If you care to test the contact of matrices with the upper edge of glass, remove it and ink it with a proving roller. Replace the glass and release a number of lower-case "e's." Then remove the glass and examine its edge. Also examine the lower and upper front ears for ink-marks. (2) Do not change the lock-up of the mold unless a test shows that it is locking too tight. Test as follows: Close vise-jaw. Pull controlling lever, and when the elevator descends, push the lever back. The machine when stopped should leave the mold-disk about to move on the locking stud. Raise the first elevator a trifle and insert a double fold of print-paper about one inch wide between the left jaw and the mold. Draw out the controlling lever again and when the disk advances on the studs push back the lever. The mold will now be touching the paper strip. Lift the elevator and block it up to make an examination of the space; then try the paper and note if it is held by the pressure from the mold. If it is bound in this position you will probably have to manipulate the eccentric pin-lever until the pressure of the mold is lessened. Loosen lock-nut on the pin and move the lever until the paper is free from mold pressure; then set the lock-nut or set-screw, as the case may be.

Linotype Adjustments.

A Wisconsin operator writes: "(1) We have an old burner (gasoline) without a mouthpiece burner, and it tries my patience awfully. I cleaned it when I first came and it worked a little for a while. I cleaned it again recently, but it went bad again in a day or so. If I should get a new burner, with mouthpiece burner, would it be much of a job to put it on? I am afraid to tackle it. The crucible does not seem to be packed right now for a new burner; it's all packed up tight around the mouthpiece. I would not even know what kind of asbestos to use, and the instructions in the book do not seem to tell me enough about it. Would like very much to make the change, but am afraid of it. The crucible is cracked, a little to the outside of center, and when heating up (with the metal dipped low the night before), the metal leaks through the bottom and falls on the burner and causes trouble. It finally plugs up the holes in the burner that feed the flame to the mouthpiece, and then, if I do not run the foot of the slug hollow, the mouthpiece pulls away from the slug hard and the pot hangs and then goes back to the cam with a bang. Then it takes twenty to twenty-five minutes to heat it up. The metal in the pot gets too hot before the mouthpiece is hot, and after I have run a short time, look out for a squirt! Can you advise any way to close up that crack? There are two old crucibles in the shop now that were ruined in the same manner. A boy lights up in the morning, and when he's late he gives her too much heat to start and the crucible has to suffer. (2) They have never been able to get a good face on a slug here. I thought perhaps the throat was dirty. Can it be cleaned without knocking out the mouthpiece? There is a throat-cleaner here, a jagged-edge, saw-like piece of steel, curved, with a wooden handle, but I don't know how to use it. (3) I have no micrometer, but find that the slugs are low on the starting side (the left side as you hold the face toward you with the ribs up). It has been so always, from all reports. I can not see what should cause this. (4) I have used a metal-reducing powder, about what the point of a large jack-knife would hold, to reduce the dross in the pot. You see, we have an old butcher's kettle outside in which to melt up the dross, and it's too cold to allow us to heat it now, and with all the dirt I get in

shavings off the floor, and dirty slugs, I can't afford to pile up good metal in dross until spring. Now, I don't know what this reducer is made of and am afraid it might be injurious to the life of the metal, using it that way. I can't use oil because I have no vent-pipe, and the fumes are bad enough as it is. Is it all right to use the reducer in the pot, and how would it be to run a vent-pipe to the chimney? Would the draft be too strong if connected to the pot direct? (5) I figured that ordinary vaselin was good for the roller bearings of the pot-lever, but find it running out. If you think they will run dry perhaps you know of a good hard oil. (6) Sometimes the plunger-rod gets to rubbing on the pot on the inside of the machine. Can I move the pot over a trifle or shall I file a little of the shell of the pot? At present I give the plunger a twist and it stops binding for a while. (7) Here's an important one: At the time the slug is passing through the knives it often snaps and shoots out on the floor, and when that trouble is occurring I can look for the knife-wiper to hang an instant at its up-stroke and then go down with a snap. I have looked my head off, but can't locate the trouble. There seems to be trouble in the two places, because they do not always seem to happen at the same time. It will act like that for twenty-five or thirty slugs, off and on, and then behave for an hour. (8) The keyboard and distributor are very slow. The keybars are weighted with a loose rod that runs across the back of the keyboard. When I run seven lines a minute to speed the keyboard a bit, the distributor will not work. The matrices seem to be carried a trifle too far and clog in the entrance. At normal speed it takes twenty-five to thirty seconds for an em dash to travel the length of the distributor bar. (9) I can't tighten the right-hand vise clamp when I close the vise, without binding the vise-jaw in some way, so that the pump-stop will not work freely. I am obliged to leave it loose and watch it, so it will not let the vise fly open. (10) I have the knife-block set so it will trim all but eight-point nicely, but on eight-point it will not eject. I have to set a little low. Suppose it would be all right to file that notch out a bit?"

Answer.—(1) If you order a new burner you should have no trouble installing it. But if the pot leaks, a new burner will give as much trouble as an old one. Fix the pot first, or order a new crucible. The asbestos can be bought from the Mergenthaler Company in five-pound packages. It is rather doubtful whether the pot needs packing. (2) You should have sent a slug so we could see the face, as we can not tell what the trouble is from your description. It is not likely that the throat is at fault; probably the jets are closed. Clean them every day — also the cross-vents. The tool is for cleaning the throat of the pot. To use it, the mouthpiece must be removed. (3) If the slug is low it means the back trimming-knife needs resetting. You should have a micrometer to do this, and a back mold-wiper to keep the mold clean. It should be cleaned daily. (4) Use mutton tallow once a week in the pot the last thing when the run is finished. The smoke will do no harm. It cleans the metal and will not harm it. Save the dust that is recovered from the surface and deposit it carefully in a tight box, as it is poisonous. Melt it in the large kettle or sell it to a junkman. Do not skim off bright metal — only the dust. You do not need a chimney for the pot. (5) Use tallow and graphite instead of vaselin for roller bearings. (6) Cut the pot-cover enough to allow the plunger a clearance. (7) Remove metal around the knife-wiper bar and insert oiled waste and see that the wiper works freely in its guides. (8) The loose rod on back of the keyboard keybars is not a weight, and it should not be loose. The screws on each end should be tight and the rod set so as to allow full stroke of the bars. Oil the distributor-screw bearings and the pulley cup and bearing; use the oil sparingly here, as it may get on the thread of the screws. (9) The right and left vise-locking screw should always be tight. Examine and find why the trouble occurs. We can not even guess why it happens as you describe, as it is so unusual. Examine it closely. (10) It is permissible to set the knife so as to trim the slug less, but do not file the notch for the pawl so as to lower the handle farther — this is not a mechanical way of doing things. Set the adjusting screws. To do this you should have a micrometer to verify the changes made.

Slugs Are Not Solid.

A New Jersey operator writes: "(1) I am enclosing a matrix which is damaged on the front lower lug. I can not trace the cause, so come to you for help. (2) In changing from an eight-point slug thirteen ems wide to a fourteen-point slug thirteen ems wide, or greater, I have trouble in keeping my metal right. I can't get a good, solid slug and at the same time keep the face good. I have tried various stunts, but with only partial success. (3) Is there a tool made for removing mouthpieces other than the ordinary drift? I have heard that there is. If so, can you tell me where I can procure one, and the cost?"

Answer.—(1) We have examined matrix, but are unable to tell you what damaged the ear. We have never before known of one bruised in that way. (2) In regard to your inability to secure a solid fourteen-point slug thirteen ems wide, we are not surprised, for we believe it to be a very difficult task to perform, as well as unnecessary. The reason is that the mold remains heated, owing to the large volume of metal used and the rapidity of the casting due to the narrow measure. It would be time and labor wasted to try and get as solid a slug on this body as on the smaller bodies, like seven or eight point. You can no doubt improve the body to some extent by cutting auxiliary jets and cross-vents, and this without removing the mouthpiece. If you take the following procedure you may be able to produce a more solid slug, but not as solid as an eight-point body: Order a new plunger. Clean the well, then put in tallow and graphite. Mark the mouthpiece with a pointed instrument, then take a prick punch and mark each place where a new jet is to be drilled. Take a No. 50 drill, which is .070 inch in diameter, and drill through the mouthpiece where marked. Then take the heavy blade of a pocket-knife and cut a cross-vent downward from each of the original jets, using a light hammer with which to drive. The surface of the mouthpiece will be slightly rough after this operation. Take the ridges off with a fine file. Reduce the temperature a trifle by turning down burner under the pot. Do not touch mouthpiece burner, but allow it to burn with full flame. (3) There is a tool called "pot-mouth extractor" that was formerly listed in the book of parts as A 152. It does not now appear and we suppose it is no longer made. As mouthpieces can be removed without it, we can see no reason for its use now.

Spongy Slugs and Vise Automatic Stop Adjustment.

A correspondent writes: "(1) Am having trouble with stuck slugs. I send two under separate cover; the stuck one followed the good one. The conditions seem all right to me. Plunger works easily but not too loose; holes in well open; vents open; just had the knives ground. By putting mold polish in the mold several times daily I keep a-going. There is quite a jar when ejector hits slug, which I ascribe to wear in the track of cam which pushes mold-disk slide forward. I can not put thicker washer on mold-

disk stud or it will interfere with lock-up. I would like to stop this noise; it is annoying. (2) Is there any adjustment for the vise automatic? The mold-disk comes forward too far when the first elevator fails to come down far enough. Have looked over my files of THE INLAND PRINTER and do not find a single reference to this. If no adjustment, where would you advise fixing it?"

Answer.—(1) We believe the cause of the slugs sticking in the mold is the spongy condition of the slug. This may be caused by an imperfect lock-up, or by hot metal, or by the cross-vents being too deep, or by a loose or foul plunger. Clean the plunger daily and place a small amount of tallow and graphite in the well before starting and allow it to remain while using the machine. Repeat this operation each day for a while and note the result. Test the lock-up of the pot mouthpiece to the mold by applying a thin coating of bronze-blue or red ink to the surface of the mold, and notice the appearance of the mouthpiece after several revolutions of the cams. If the lock-up is not correct it will show. If the cross-vents are too deep the sprue will be large and the flow of metal from the mold will be greater than it should be, especially when it is hot. If the metal is too hot, reduce the temperature. If the sprues are too long, it may be necessary to put in a new mouthpiece. If the disk makes a movement forward when the ejector strikes the slug you must either build up the washer or the stud-block. This operation need not interfere with the lock-up of the mold for casting. If it does, grind off a trifle from the outer end of the bushing that bears on the washer when the mold is in casting position. (2) If the mold-disk moves forward more than one-eighth of an inch when the vise automatic stop throws off the clutch, the trouble can be corrected by bending the upper end of the stop-rod a trifle forward. Test as follows: Place a thin space on vise cap under back screw of first elevator. Pull starting-lever and machine should stop when the elevator descends. Observe how far the edge of the mold-disk has advanced past the mold-disk turning pinion. This should not be over one-eighth of an inch. If you find the disk has advanced more than one-eighth of an inch, the next step, after the machine is brought to normal, is to open vise and unhook the springs from the rod and remove it. Bend it slightly forward on the upper side. This will be an easy matter, as the rod is malleable and the upper part is not heavy. Return it to place and test as before. If the proper bend was given the rod the dog will have quicker action on the pawl, and, as a consequence, the clutch will be thrown out quicker and the disk will not advance so far as to bring the mold in contact with the ears of the matrices in case a tight line passes into the elevator jaws.

Damaged Matrices.

An Iowa correspondent writes: "(1) What was the cause of the nick on inner toe of enclosed matrix? Many others are damaged the same way. I can't locate it. (2) What is the proper procedure for removing damaged partitions and replacing same with new ones in magazine entrance? (3) What would be probable cause of matrices —a few of the lower-case — seeming to *hesitate* just before dropping from bar, and causing the following matrices to pile up on them? Note the word *hesitate*. This trouble was intermittent — trouble one day, then all right the next. This trouble has now apparently ceased."

Answer.—(1) The nick on the lower back ear was probably caused when the matrix struck the right end of the italic supporting rail in the intermediate channel. There is a corresponding bruise on the front ear. This happens when a line moves to the left with the front matrix elevated half-way between the normal and the italic position. It can be prevented to some extent by keeping the duplex rail of the assembling elevator back, to prevent the ears of the matrices from rising by a sudden throwing up of the elevator. (2) Procedure for removing a broken entrance guide is as follows: (*a*) Unhook the channel-entrance frame spring. (*b*) Remove the frame hinge screws. (*c*) Remove the screws in the channel-entrance guide brackets and take off these parts. (*d*) Make a strong mark with a pointed instrument across the front edge of the channel-entrance partition plate and the entrance frame. This mark is for the purpose of guiding you when the parts are brought together again. (*e*) Remove the screws in the slotted hole on each end of the partition plate. (*f*) Fasten the entrance in a strong vise and start the partition locking rod by a few smart blows with a hammer; a slug or piece of brass rule is held against the rod to accomplish this. Draw the rod with pliers and remove the curved strip. (*g*) Drive the partition plate toward the end where the broken guide is located and continue until the broken guide is clear of the edge of the frame. When driving hold a block of wood against the plate. (*h*) Remove the damaged partition and put in the one that is to take its place, using a guide which is crimped the same as the one removed. (*i*) Drive plate back to place so that marks made on the edges of frame and plate coincide. While driving note that the guides remain down in the slots in the plate, otherwise the protruding lugs will be damaged. Also observe that the front edge of the plate is even with the corresponding edge of the frame. The balance of the operation will consist of assembling the remaining parts and attaching the entrance to the magazine. (3) The cause for the irregular dropping of the matrices may be detected by removing the entrance guide piece and observing the action of the matrices after they leave the distributor bar. If the matrix vibrates a trifle before it falls from the bar, the movement may be ignored, as it is caused by the teeth when leaving a set of rails on the bar. If the matrices clog in the channel, remove those back of the first one. Set this one aside for a close examination, and it will no doubt be found that it has bruised ears or is bent.

Measuring Linotype Matter.

A newspaper publisher in Wisconsin asks: "In reference to your item in the February issue, we would like to ask if the same rule applies in the following case: Eight-point face set on a seven-point body. Our eight-point permits of shaving off a point to save space, and we do it. Our foreman contends that this should be measured as seven-point, while we contend it is merely eight-point set on a seven-point body and should be measured as such (eight-point). We would like to have your opinion on the matter."

Answer.—The operator is setting eight-point and should be paid for eight-point, whether the machine casts a seven, eight or ten point slug. If the measure is thirteen ems pica, fifty-one lines of eight-point face constitute 1,000 ems.

Recent Patents on Composing Machinery.

TYPESETTER AND DISTRIBUTOR.—A. Heger, New York City. Filed June 28, 1911. Issued February 20, 1912. No. 1,017,667.

LINOTYPE MACHINE.— E. Lawrenz, Baltimore, Md., assignor to Mergenthaler Linotype Company, New York City. Filed March 14, 1904. Issued February 20, 1912. No. 1,017,771.

LOGOTYPE MACHINE.— E. Lawrenz, Baltimore, Md., assignor to Ott. Mergenthaler Company, Baltimore, Md. Filed March 28, 1906. Issued February 20, 1912. No. 1,017,772.

TYPOGRAPH.—E. Uhthoff, Berlin, Germany, assignor to Typograph Company, Berlin, Germany. Filed May 3, 1911. Issued February 20, 1912. No. 1,017,929.

TYPE IMPRESSION DEVICE.— M. E. Blume, Leipsic, Germany. Filed July 27, 1911. Issued February 20, 1912. No. 1,018,233.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Singular or Plural?

P. L., Sioux City, Iowa, writes: "Which is the correct form to use in the following sentence? 'Sadie is one of the best mares that *has* been offered for sale this season,' or 'Sadie is one of the best mares that *have* been offered for sale this season.' My opinion is that the last form given is the only correct one, and the proofreader agrees with me; but the business manager, to whom the proof was submitted, says that the first form given is the correct one and that a grammar that he consulted supports his opinion. Phrases of this sort occur very frequently in my work, and I would be glad to know your opinion in the matter."

Answer.— "Mares that have been offered" is the correct form. It is to be regretted that the book is not named that was thought to support the other expression. I can not imagine a grammar-book saying that it is right to use a singular verb with a plural noun. That is one of the wrong constructions that are known to be wrong by everybody who knows anything. Yet, strangely, the error is frequently made in sentences like the one in question, presumably through suggestion from the form "one of the mares," one being mistaken as the object of the verb instead of its real object, mares.

Quotations.

J. P. C., St. Augustine, Florida, sends this: "The proofreader and I had an argument the other day as to the way the enclosed testimonials are quoted. He says that where the signature is set into the break-line to omit the quotations, and where it made one line to begin name with quotations the same as a new paragraph. To me it appears that there are two styles of quotation on one page. In this case should the quotes be used before the name, where some are set in the break, all appearing on same page? Would it not be better to end quotes before signature?"

Answer.— The testimonials referred to are set in separate paragraphs in smaller type than that which precedes them, and they are each in quotation-marks, which end after the signature. It would be better to end before the signature, since the real quotation ends there. But why have any quotation-marks at all? They are not needed. Difference in size of type is sufficient. With their use, including signature, the proofreader is right.

Compound Words.

W. P. R., Medina, Ohio, writes: "For over thirty years I have been in one place, reading proof for a bee journal and a book, its supplement of five hundred pages. My work is nearly all in that line, and abounds in compounds. I think my work would meet your approval in every way, and I really felt pride in what I had accomplished. I have always felt that the Standard was what every proofreader should have, for that is the only dictionary I ever saw that treats consistently on the use of the hyphen.

"But a new king has arisen who has forgotten Joseph, and the new one tries to keep up with the procession by following the latest fad. Well, what was my dismay last week when he pointed to a new copy of Webster, and told me the hyphen would have to go, as the introduction says there are no positive rules for the use of it! I was horrified beyond expression when I looked at the utter disregard of consistency in that book, and showed him we could compound by it in any way except the right one. But he claimed it was ahead of all others, because later. I told him the Standard was better, but he said it was a back number now, and out of date. This I denied, as the rules for compounding do not change to any extent. I referred to The Inland Printer, but he said that that journal was extreme in the matter, although I am confident he never read a line in it.

"'But the great magazines,' he went on to say, 'have all dropped the hyphen.'

"'Not one of them,' I said. 'I use exactly what would be accepted on *Harper's Magazine*, the *Century*, *Scribner's*, *Cosmopolitan*, *McClure's*, in the Government Printing Office, at Lippincott's, the Cambridge Press, Rand & McNally, and every office of note in the country. I have noticed their style for years, and know what I say; and yet you would set aside their usage, as well as the teachings of all grammarians in America and England.'

"But nothing would avail, as advertisers often kick on compound words, and his correspondents do not use them much — nor any other marks of punctuation for that matter. To-day a list was given me to go by; but as the words were compound nouns I felt some relief, for I supposed compound adjectives would have to go too; but he did not object to them. I write from memory a few words from which the hyphen was marked out: Bee-hat, bee-veil, bee-glove, bee-smoker, bee-escape, brood-chamber, section-holder, wax-extractor, wax-tray, honey-tank, honey-sac, poison-sac, after-swarm, and perhaps forty in all. Bee martin is two words and beemaster one. The printers declared it all inconsistent and arbitrary, and did not like it. Just think of leaving the hyphen out of such words, and then using such a style-card for all possible compounds, when a simple rule would enable one to classify all compounds, allowing for some variation between a compound and a consolidated word, as bee-hive and beehive! And all this because some 'ad.-writer' had suggested it!

"This new Webster contradicts all similar works, and even itself.

"I suppose you feel you have already ventilated this subject; but I hope you will use this letter as the basis of

further criticism if you can. This new Webster is the most abominable work of reference I ever saw, so far as compounding is concerned.

"I do not see why people will go to so much trouble to tear down what is consistent, and representative of general usage, and substitute for it that which is devoid of rule, and annoying to the last degree to a proofreader."

Answer.— I shall probably have more to say about compounding before long. For the present I simply refer inquirers to what I have already published. That "new king" will learn soon that the Standard is not a back number. Just as the older Webster's was succeeded by that new one, so, I hope, will the original Standard have its successor. But with the difference that, while Webster's was spoiled in regard to compounds, the Standard will not be. Meantime I understand that the Standard is selling as well as ever.

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. X.— BY F. HORACE TEALL.

IT should hardly be necessary in papers like these to say much about such simple little words as a, an, and the. They have always the one kind of use as regards position and meaning, and essentially a very easy one to understand. Yet there are two questions of frequent recurrence in proofreading that can not be answered clearly in few words, and another question is interesting as a detail of the art of grammar and pertinent to our discussion as a general topic. Of these one is whether or not to repeat the one of these words concerned at the time before successive nouns, another is that of choice between a and an, and the other is that of their classification as a part of speech. We shall first consider the purely grammatical question.

Grammarians have always differed, some of them insisting that a, an, and the are adjectives, and others making them a separate part of speech as articles. Strangely, as the present writer thinks, present authorities seem to favor the adjective classification; and this is rendered still more enigmatic by the fact that they are forced to distinguish the words as articles, even incidentally to their treatment as adjectives. It seems utterly unreasonable to insist that certain words belong to a certain class and then always to refer to them by another class-name. Since the words are articles, and no others are used just as they are, no one can ever be wrong in calling them by that name, and no one can really indicate them unmistakably by any other name. It will be interesting to some readers anyway to quote some of what Goold Brown says about this.

Brown says there are ten parts of speech, and begins with articles and includes participles. Many other grammarians name only eight, excluding articles and participles. Much better than either eight or ten is nine, including articles and excluding participles, as many grammarians do. Brown says, in one of his many paragraphs called Observations: "I have elsewhere sufficiently shown why ten parts of speech are to be preferred to any other number in English. Articles are used with appellative nouns, sometimes to denote emphatically the species, but generally to designate individuals." "With the attempts of Tooke, Dalton, Webster, and other writers," he says, naming at least ten others, "to degrade the article from its ancient rank among the parts of speech, no judicious reader, duly acquainted with the subject, can, I think, be well pleased." Brown quotes from William H. Wells's School Grammar, 113th thousand: "The words a or an and the are reckoned by some grammarians a separate part of speech; but, as they in all respects come under the definition of the adjective, it is unnecessary, as well as improper, to rank them as a class by themselves." Brown then, after naming authors cited by Wells, says: "If we have forty grammars which reject the articles as a part of speech, we have more than twice as many which recognize them as such," and gives more names, including some of better standing than any in the other list.

Our main interest, however, is in the words themselves, not in the question of their classification, except in having it understood that in our papers these three words are to be called articles. An and a are indefinite, and the is definite; that is, an and a are used to denote some indefinite one or any one thing, person, or collection, and the to denote a definite or ascertained one or more. The indefinite article is always used of only one (either a single one or a group), and the definite article may note either one or a number of entities.

Writers are the proper ones to determine the use of words, and naturally and properly proofreaders should have nothing to do but to see that print agrees with the pattern set for it in the copy. But the writers who produce fit patterns for such copying are few and far between, and proofreaders will always have to correct some mistakes made by the writers as well as those of the compositors. The question we are considering now is typically beset with pitfalls for the proofreader, for two diametrically opposed opinions are current, and unless he is sure that such matters are left to his unquestioned decision he may find himself in hot water if he does not follow copy.

No rule of grammar is more widely understood to be the rule than that an is correctly used before a vowel and a before a consonant. That, however, is the rule as commonly understood, but not fully expressed. Vowel is frequently construed as meaning a letter, whereas it really means a sound. Consequently we often see such expressions as an one, an union, etc., instead of the correct ones a one, a union, etc. The choice depends purely on sound, and these nouns begin with a consonant sound, although their first letters are called vowels. We can see how the distinction is one of sound only, when we remember that we say an hour, an honor, although the first letter of these nouns is one we recognize only as a consonant. None of us would ever speak of an woman or an year, yet that would be fully as good as an one or an union, as the words begin with the same sounds.

Some words vary in speech, and are written with the article differing correspondingly. The people who pronounce herb without aspiration, for instance, write an herb, while those who aspirate it write a herb. The first is the form in Webster's Dictionary; the second is used in the Standard. No one can prove that either way is better than the other.

Formerly words with only faint initial aspiration always had an before them, as an historical book, an habitual something. Even now many middle-aged or elderly people, preserving the impression made by their early teaching, insist that correctness demands such use of an, and assert that any one who says a historical, a habitual, does not use the words properly. Dr. James A. H. Murray is not a preserver of that tradition, for the Oxford English Dictionary is said to be "on a historical basis," and says: "In unaccented syllables many, perhaps most, writers still retain an before sounded h, some even before eu, u, as an historian, an euphonic vowel, an united appeal, though this is all but

obsolete in speech, and in writing a becomes increasingly common in this position."

The repetition or omission of articles depends altogether on the meaning that is to be expressed, and that should be, though sometimes it seems not to be, best known to the writer. If writers always knew as well as they should how to use language, proofreaders would never need to correct it for them; but manuscript often is not as it should be. A proofreader undoubtedly should be prepared to remedy defects of grammatical construction, but he needs fully as much to know how to tell when it is wiser not to make changes, even in some cases when he is sure that the copy is not right. Individual circumstances vary too much for any general advice as to details to be worth much. This is said here because the question in hand is especially liable to differing decision by different persons in any but the clearest instances.

Goold Brown tells clearly the basis of distinction between repetition and nonrepetition of articles, in his treatment of syntax. He says: "When nouns are joined in construction, with different adjuncts, different dependence, or positive contrast, the article, if it belong at all to the latter, must be repeated. When adjectives are connected, and the qualities belong to things individually different, though of the same name, the article should be repeated. When adjectives are connected, and the qualities all belong to the same thing or things, the article should not be repeated. In a series of three or more terms, if the article is used with any, it should in general be added either to every one, or else to the first only. When a comparison or an alternative is made with two nouns, if both of them refer to the same subject, the article should not be inserted before the latter; if to different subjects, it should not be omitted: thus, if we say, 'He is a better teacher than poet,' we compare different qualifications of the same man; but if we say, 'He is a better teacher than a poet,' we speak of different men, in regard to the same qualification."

Brown gives a great many examples of the various kinds, mostly in paragraphs headed "Improprieties for Correction." Here are a few corrected:

She never considered the quality, but the merit, of her visitors.

The Latin introduced between the Conquest and the reign of Henry VIII.



FUN AMONG THE ARTISTS.

Interruptions at Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

A black and a white horse — two horses, one black and one white.

A black and white horse — one horse, piebald. The present writer would make this a black-and-white horse.

The north and the south line — two lines running east and west.

The north and south line — one line running north and south (a north-and-south line).

Through their attention to the helm, the sails, or the rigging.

The perfect participle and the imperfect tense ought not to be confounded.

Of course much more would have to be said to constitute a complete grammatical treatise on articles. But our paper has no intention of that kind, and what is said seems sufficient for our purpose.

(To be continued.)

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Three Interesting Questions.

The following letter, directed to THE INLAND PRINTER, is of more than ordinary interest, because it touches on conditions that prevail in commercial bookbinding, where competitive prices make the cheapness of production a necessity to the successful bidder: "I have been identified with the printing industry, including bookbinding, for many years, but there are many things connected with it that I do not know. These are a few: (1) Why do so many flexible-bound books, printed on enamel paper, pucker in the back when they are opened? (2) Many cloth-bound books have a loose, flimsy feeling when opened, although nothing seems to be wrong with the binding. The index volume of the new eleventh edition of the Encyclopedia Britannica is an example that I have in mind. What is the cause? (3) How is it that even publishers with an international reputation send out sets of books where the individual books do not match in colors? I have before me several examples of this carelessness. For instance: Encyclopedia Britannica, eleventh edition, has fifteen volumes, scattered throughout the twenty-eight, in dark-green leather, and thirteen volumes in green of brighter hue, by many shades removed from the others. One set of Francis Hopkinson Smith's works, issued by Scribners, in sateen-finished cloth, has three distinct shades of red. A set of Dickens, issued by the same publisher, in flexible lambskin, has four shades of blue. A set of Marie Louise Muhlback, issued by Collier, in green crash cloth, has volumes in yellowish green and blue-green. These are high-class books in other respects, but they do not give a satisfactory appearance in a bookcase."

The following answers are submitted to the three questions:

WRINKLING OF BOOK-LEAVES IN THE BACK FOLD.

(1) This is caused by the pages of the book being printed across the fiber of the paper. The stretching of the stock across the grain when the super and back lining are glued on is considerable, but, being held in place by the sewing, the leaves can not expand toward the ends, but must buckle in. Enamel paper does not shrink back like book paper; therefore it is more noticeable in this kind of stock. In flexible bindings the book is usually glued or pasted into the back of the cover, which of course holds the dampness in the back longer and requires more of it than in the ordinary cased binding.

LOOSE, FLIMSY BINDINGS.

(2) There are several causes that contribute to this condition. The tension of the thread may be too loose in sewing, so that the sheets are not held together firmly before gluing. Then the thread may have been too thick for the sheet, which would cause an undue swelling of the back. The smashing may have been either insufficient or entirely omitted. Too large backing and too wide grooves in the cover will sometimes cause this condition. Sometimes the casing-in may be at fault, when done by hand. Machinework in that particular branch is much to be preferred. In the machines, each book is pasted evenly, inserted in the cover, and pinched in or nipped; whereas by the handwork method the pasting is uneven and a number of books have to be set into the covers before the nipping or first pressing — some of the first books inserted having become quite dry in the meantime. Unless the pasting-in sticks the book solidly to the joint, a firm binding will not be secured. The index volume of the Encyclopedia Britannica is about two inches thick and 9 by 11½ inches in format, which makes it heavy with an undue drag on the upper part of the back when stood up on a book-shelf. The book is bound in art canvas with a wide silk headband and flesher lining, after which it is pasted in the cover in the usual manner as described above. The first and last sections are stitched through the outside leaves on a Singer machine; the end sheets have cloth joints, and the book is sewed on tapes. From all these details it would seem that every precaution had been taken to procure a durable volume, but the experience of owners proves that the result is not satisfactory. In the first place art canvas is not durable enough for a volume that has to be subjected to the wear that this volume has; English law buckram would have cost approximately 12 cents a volume more to the contractors, but the subscriber who paid $135 or more for the books would not have haggled over an extra 25 cents. The silk headband is another mistake on a book of that kind. Every bookbinder knows that a well made and fitted cotton-cloth headband will outwear the book, whereas the loosely knitted machine headband can not be firmly attached, for, when lined up, it will stretch, and when pressed into the case it will bunch into wrinkles, and can never be made to fit a cloth case snugly. In conclusion, when the index is opened it lies flat and the cover back doubles up under the book — a very unpleasant feeling for a book-lover, to say the least. This would not happen if the book had been provided with a tubular back glued over the lining and then into the cover.

SETS OF BOOKS HAVING MANY SHADES OF ONE COLOR.

(3) The matching of color in book sets requires a good deal of close supervision, especially if the materials be purchased or manufactured at different times. As a matter of fact, the manufacturer should be held to a sample color, and a strict inspection on delivery should be made to see that these requirements have been complied with. That carelessness prevails to a great extent is not to be denied. When book-covers are cut out for complete sets at one time it is possible to provide for this by dividing up the mate-

rials of the same shades between the different volumes, so as to form uniform sets. It is not often that this can be done, however, for the reason that the set is usually split up into several individual jobs. The publishers' binder deals with men of broader caliber, in regard to requirements, than the jobbing binder, who gets an occasional edition contract from a writer with a hobby that he is anxious to spring on the public. This individual wants a 20-cent binding for 7 cents, but will perhaps reluctantly agree to pay 9 cents, although when the bid is presented for that amount, trouble will begin if he does not get the 20-cent quality. Faults will be found that no book-buyer would ever think of looking for.

REQUIREMENTS OF BOOK-LOVERS.

After securing the above letter I thought it would be interesting to hear from book-lovers as to what their requirements were in regard to paper, type and binding. With this in view, the following query was sent to eighteen owners and readers of books, among whom were two doctors, four lawyers, two ministers, two school principals, two college professors and one librarian, the others being business men: "Do you examine the books you buy as to printing and binding, and if so, what do you look for?"

Answers were received from all. Here are some of them:

"I order the books I want sent to me, and take them as I get them."

"The books I want are invariably satisfactory."

"I want good paper and clear type in the books I buy."

"I do not want books on my shelves that are run from worn-out plates, nor do I want books in silk-cloth binding."

"I want my books to open up without undue pressure. I do not want the type to be of different intensity of color on different pages."

"I do not like books printed on enamel paper."

"I do not want cloth bindings with elaborate decorations."

"I want solid, substantial bindings and clear type."

"I prefer books with uncut edges and gilt tops in linen bindings."

"The work that suits me must present a respectable appearance, the same as I would expect in a friend."

These are invariably the opinions of most book-buyers. They do not stop to examine the sizes of the squares, the thickness nor the density of the covers. They do not ask whether a book is sewed in sixteens or thirty-twos, nor if it is sewed on "bands." At a book sale recently, at which the writer was present, a buyer spent two hours and a half in selecting one hundred-odd titles, for which he presented a check of $125. The clerk who attended him said that he lifted the paper wrapper on about six or seven books, but glanced through the inside of most of them.

Cutting-machine Kinks.

F. O. R. writes: "We are doing all kinds of novelty printing, and in that line we have to do a lot of cutting that the ordinary printer is not bothered with. We have to cut narrow celluloid strips, odd angle pieces of cardboard, etc. Our machines are the old-style, broad-clamp affairs, which makes it more difficult than if we had the interlocking type. We also have to cut corrugated boards, but find we can do that better by hand because the machine crushes it. We would be glad to get a few pointers to help us out."

Answer.— You can cut any shape having straight lines by the following method: Take sheet and make the first cut by hand; then take a piece of 65 or 70 strawboard, a little larger than the cut card on which you build up a gage. The board must be squared up, and the odd-shaped card laid on it; then put the two pieces under the clamp and adjust the strawboard against the back gage and the card even with the clamp in front; then run the clamp down and run a pencil line around the card on the strawboard back of the clamp. A piece of wood can then be glued on to the strawboard along the pencil line at the back, and another at the end. If a bunch of cards is laid into this box gage and the board pushed up against the back gage of the machine, a narrow strip of wood or board must be glued on the clamp right over the card, so that a pressure may be secured on the stock. This clamp-stick must of course fit into the box gage, so that it will take up the difference in thickness of the pile of stock and the height of the box gage. All odd cuts may be handled in this way. These gages may be made by means of a square and a pair of dividers, as well as in the machine. Celluloid may be cut into narrow strips by using the method described above. A sharp knife and rubber bands are all that is necessary. Corrugated boards can be cut in the cutting machine if the clamp is blocked up on each side of the board with pieces of wood. These must be thicker than the boards that are put in the machine, so that no pressure comes on the boards. The blocks should of course be of equal thickness and be pushed under the clamp, so that the knife will not touch them when the cut is made.



CORN-PLANTING TIME.
Photograph by R. R. Sallows, Goderich, Canada.

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Good Register on Three-color Plates.

(1161) Specimens received from the Swink Printing Press Company, Delphos, Ohio, show excellent qualities of work done on this company's machine. A 24 by 36 inch sheet carries four plates with solid tints and Ben Day effects. The register is excellent and the solid colors are splendidly rendered.

To Give a Glossy Appearance to Ink.

(1169) A specimen of deep-lake ink is received from the Sinclair & Valentine Company, New York. The beautiful tone of this ink is still further brightened by an impression of gloss paste which gives brilliancy to the color. Many times pressmen have asked for a means of heightening the color of ink without having to varnish the sheet. This paste applied as an overprint will give the effect desired.

Washing a Type Form.

(1164) "What is the proper way to wash job type after printing a form? Should a form be washed with benzin and a brush, and then wiped off with a rag; or should it be washed and then left to dry without wiping?"

Answer.— It is a common practice to wash a form and leave it to dry. We believe it should be dried off with a cloth, as this will remove much of the benzin that carries dissolved ink, which, if left on the form, will ultimately dry and cake on the type. Of course, it is plain that the rag will not remove all of the benzin, for between the lines it will have no effect. Another feature is that if a rag is used carelessly it may result in damage to the type and engravings. In cleaning half-tones and electros the use of a drying rag will prevent the dissolved ink from drying in the grooves and lines in the engraving. A careful person will see that the drying rag has no buttons, pins or hooks and eyes to scratch or mar the type or plates. For job-work in platen-press chases, or where all metal furniture is used, washing with lye and rinsing in clear water is advised, as in this way a better cleansing is obtained.

Cover-ink on Antique Stock.

(1160) Submits an impression in white ink on blue-gray antique cover-stock. The white letter of the design is surrounded by an outline in blue-black ink, making a strong contrast for the white. The question relates to the density of the white letters, and is as follows: "Will you kindly inform us if the blue cover sample enclosed is printed with white ink on an ordinary printing-press? If it is not, tell us what process is used to produce this kind of printing. We do not seem to be able to get as good results on our presses as shown on sample enclosed."

Answer.— The sample probably was printed in two impressions. No doubt a "cover white" ink was used. This ink has a maximum of pigment and is naturally very heavy in body. It is used with comparatively hard rollers, and the work is printed rather slowly. If two impressions are printed, the first is with stronger impression and less ink than the second impression. The first impression is followed by the second one before it is fully dry, and much more ink is carried, with a trifle less pressure. The work is allowed to stand about twenty-four hours to dry, unless a drier has been added, which is not advisable, as the ink is already quite tacky.

Printing from Cerotype Plates.

(1162) Submits a number of specimens of commercial work done on the offset press. These samples include statements which are ruled at the time they are printed. The inquiry is as follows: "We are now investigating the possibilities of printing our own stationery (samples of which are enclosed) on a fine job press in such a way as to give the appearance, artistically, that lithographing does, and at less expense. Would you advise printing from half-tone? If so, what kind of plate, ink, tympan, etc., should be used for the highest grade of work in this line?"

Answer.— The specimens are excellent examples of offset presswork, and can not be closely imitated on a type press by any process now in use. The nearest approach will be by using cerotype plates of suitable designs and printing on good paper with proper make-ready. The make-ready for such plates will be similar to that of type forms, using a hard tympan. A good job black, costing upward of one dollar a pound, should be used. Any fine grade of bond paper having a smooth surface will give satisfaction if the presswork is properly handled.

Four-color Label on Enamel Book.

(1167) Submits candy-box labels in four colors — the lettering of the design being in half-tone, as the high lights are cut away. These letters were intended to appear in monotone, but in cutting, a dark outline appears occasionally, which somewhat mars the appearance of the plates. The color-rendering and register are good. The pressman writes regarding the trouble with the colors: "Enclosed find two samples of color labels, which I would like you to criticize. The plates were given to me to print on enamel book, and the proof I got was on the finest engravers' proof-paper. Now, after the yellow was run and I put on the red, I noticed the colors would not take. I doped my red so it would take; then I had my trouble with the blue and also the black. Now, I would like to know if it would not have been better to have used a coarser screen?"

Answer.— The reason the red did not take on the yellow was probably because you allowed it to get too dry, which necessitated the modifying of the red. However, this effect is not so noticeable in the print as the carrying

of too much black. The black form should have been run gray; in fact, a gray instead of a black would have improved the effect. A gray made of body gum or any similar medium would not dull the color effect so much as a plate run in black ink. The screen used is suitable for the work. The high-light effect sought by the engraver in the display of the figure could be worked softer by modifying in the make-ready; it appears too strong. It would have been an advantage to have run the black plate first instead of last.

Close Register on Bond Paper.

(1166) Submits a note-head, printed in three colors on bond paper. The design consists of a rule panel in two colors, supported by a small circle having an initial printed in Persian orange. The printer's query is in regard to the difficulty of securing perfect register on bond paper, and reads as follows: "I have considerable trouble when attempting to do colorwork on bond paper, especially when such work requires absolute register. The oftener the paper is printed upon, the more it will curl, some sheets remaining against the tympan-sheet, as they should, and others sliding down against the tongues of the gage-pins. This difference in the register, even as slight as it is, causes much loss of stock. I wish you would tell me a way of overcoming this difficulty, for I know that the most careful and painstaking feeding will not give the desired results. Also, is there any way to print envelopes and secure the absolute register necessary in producing a piece of work like the letter-head enclosed?"

Answer.— The curling of bond paper may be overcome to some extent by keeping the packages covered or by keeping each ream lot between pieces of strawboard and under a light weight. When the feed guides are set, the tongues should be so placed that the sheet is held flat to the tympan, so that each sheet fed, whether it is curled or flat, will necessarily be against the guide at the same place. In placing the guides for each subsequent form they should occupy the same relative positions on the sheet. When feeding has commenced, each sheet as printed and withdrawn from the guides should be turned face downward, and for about every hundred sheets or so they should be covered with a piece of strawboard and then placed under a light weight. Print the colors as fast in rotation as the drying of the ink will permit. In feeding, take the sheets in lots of a hundred, as first handled, and turn them face downward with the head toward you; grasp the sheets from foot, which will be turned away from you, and turn the sheet over as it is drawn toward you and place it to the guide, face up. There should be no difficulty experienced feeding work to good register in this manner. To prevent the stock shrinking in dry weather or expanding in moist, between forms, it should be kept covered except as using lifts of a hundred sheets or so. To print the envelope corner-card, open the flap and lock the form head up, and, in setting the guides, place the tongue so the envelopes are kept pressed to the tympan at the guide. For each succeeding form, place the guides in the self-same position and register is assured, if feeding be accurate.

Slur on Border Rule.

(1163) Submits a section of a catalogue, printed on enamel stock. The pages are 9 by 15 inches, containing half-tone engravings 7 by 12½ inches. Monotone rules encompass each page, and herein lies the trouble our correspondent writes about. The following, in part, is the query:



LEO SCHWARTZ,

The youngest printer in Chicago.

"The sheet you find herewith shows plainly our trouble. The rules are new and have never been used before. The cuts are new and are mounted on wood. The type and rules are locked up together in a seemingly proper manner. The make-ready is new, but the results are not satisfactory. The form has been tried out on three presses and the results are the same, suggesting that the fault is not with the presses. The rules print perfectly, alone, but to run them this way will involve an extra run through the press. Will appreciate suggestions as to the cause of the trouble."

Answer.—We judge the trouble is due to a weak contact between cylinder and bed bearers, in conjunction with an overpacked cylinder. The lack of unison between the bed and cylinder is apparent until the larger engraving is reached by the impression; at this point the slur stops. The following plan is suggested to determine whether our conclusions are correct: (1) Lay a heavy piece of brass rule on its edge across the tympan and the cylinder bearer, and note the space between the cylinder bearer and rule. There should be but a trifle — not more than about two thicknesses of print — difference. (2) Measure the bed bearers with a micrometer. These should be .918 inch in height. They will not be found any higher, but occasionally they may be found less. Measure carefully at position

opposite where slur occurs. Here it may be found that the bearers measure less than .918 inch. If this is the case, the bearers should be ground down or new ones substituted. If ground down, they must be built up with sheet brass or steel from below to give type-height to the bearers. If it is found that the cylinder is not packed too high, and the bearers are found to be true and of proper height, then about two sheets of print or tympan paper may be withdrawn from the tympan, and the cylinder should be brought down on the bearers a trifle stronger. The object of this procedure is to give a more firm contact between the cylinder and the bed bearers to obviate a slipping, as is observed in the sheet you sent us. The bearers must be kept free from oil in order that the friction induced by the greater pressure may prevent the slipping.

How Many Impressions Will an Electro Give?

(1168) "In a discussion among some printers here the question was asked as to how many impressions can be run from an electro or stereo without serious signs of wear appearing. A statement was made that a Bible house in New York has some stereo plates, made sixty years ago by De Nyses Sons, on which a million impressions have been taken and they are still good for a longer use. This seems an unusual occurrence, but I have known of a run of three hundred thousand from a set of stereos by an expert pressman. I should like to know how many impressions an electro will stand without showing undue wear under ordinary conditions, and what is the longest run you know of, from electros or stereos?"

Answer.— The life of an electro depends upon several conditions, such as the nature of subject. For example. an electro of a script line would not last as long as that of a black-faced gothic line, under the same conditions. The nature of the shell is another factor. A copper shell will not last as long as a nickel shell, and a nickel shell will not last as long as a steel-faced shell. Then, too, the nature of the stock is another condition; and the kind of ink used, the make-ready and the number of impressions have a strong bearing on the life of an electrotype. We believe there are electros made that will last under the stress of a million impressions. We have known of a number of instances where upward of three hundred thousand impressions have been run on a set of copper-shell electros, and we believe that with a suitable make-ready, and having a good black ink and good stock, this would not be an extraordinary occurrence. Perhaps some of our readers can furnish data relative to long runs from electros.

Vignette Engraving on Bond Paper.

(1165) Submits a letter-head printed on bond paper. The presswork is fair on the type and line engraving, but the small vignette half-tone does not appear to good advantage. The pressman writes: "I would like to have your criticism on the half-tone engraving of the enclosed letterhead. The ink used on this work cost $1 a pound. Would another ink have given better results? This specimen was printed on an 8 by 12 Gordon jobber, with document manila board over the overlay, as we had no copper plate. The half-tone is vignetted, 133-line screen. Should the outline have been brought out, or should it have been made to fade away?"

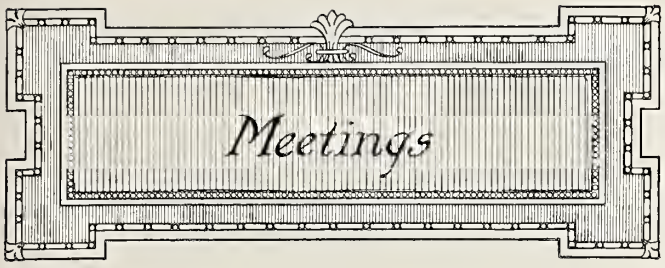
Answer.— The operations necessary to print a vignette half-tone on bond paper consist principally in giving sufficient pressure in the solid part of the engraving, with interlays and spot sheets or patches. The procedure is first to remove the plate from the block and reduce the height of the block by sandpapering the top. This reduction should be from five to eight thousandths of an inch or equal to the thickness of about four pieces of news-print stock. Before attaching the plate to the block, paste two thicknesses of print in the center of the plate, the first to correspond to and be in register with the solids, the second one to register with the first patch and to be about an eighth of an inch larger in area. This will accentuate the resistance to the pressure given the solids, and will give the high light and vignette parts the minimum of resistance; hence these parts on the first impression should print lighter. When the plate is again attached to the block, and make-ready has commenced, a number of patches may be made on a support sheet that will cover the solids and the middle tones of the engraving, and the succeeding patches to increase in size about an eighth of an inch more or less until the last patch covers the high light up to the vignetting. These patches by preference should be on thin, hard folio or tissue, onion-skin folio being well adapted for such a purpose. This operation gives the maximum of pressure



MAY.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

in the center of the cut to the solid and middle tones, and relieves the high-light and vignetted parts, thus giving a softness to the edges, making it an easy matter to print such engravings clearly. By modifying the foregoing operation to suit the size of plate and nature of design, all small half-tone plates may be handled to advantage without hand-cut overlays.



Scheduled Cost Congresses and Conventions.

Michigan Printers' Cost Congress — Detroit, Michigan, April 12-13.

Ben Franklin Club of America —Annual convention, Cleveland, Ohio, June 20-22.

International Typographical Union —Annual convention, Cleveland, Ohio, August 12-17.

International Brotherhood of Bookbinders — Biennial convention, Detroit, Michigan, June 10-16.

International Printing Pressmen and Assistants' Union —Annual convention, Pressmen's Home, Rogersville, Tennessee, June 17.

United Typothetæ of America — Date and place for annual convention not announced.

International Association of Photoengravers —Annual convention, Boston, Massachusetts, June 10-12.

Printers' Cost Congress of the Southeastern States — Nashville, Tennessee, May 14-16.

International Photoengravers' Union —Annual convention, Denver, Colorado, August 19-24.

Ohio Typographical Conference [Typographical Union] — Semiannual meeting, Canton, Ohio, April 14.

Northwestern Typographical Conference [Typographical Union] — Meetings held in January. Philo Howard, secretary-treasurer, Box 116, Seattle, Washington.

Indiana State Conference of Typographical Unions — Semiannual meeting, Muncie, Indiana, July 21.

National Press Association of America — Hotel Sherman, Chicago, June 24-26. W. F. Parrott, secretary, Waterloo, Iowa.

Printers' League of America — Pending developments toward the formation of one national body throughout the country, this organization is practically in *statu quo*, with no definite date for meeting. The New York branch meets the first Wednesday of each third month, with an annual meeting in November; the executive committee meets the first Friday of each month, and the Joint Conference Committee (which adjudicates all disputes between employers and employees) meets on the third Friday.

Printers Alert in Massachusetts.

The printers of Marlboro, Hudson, Fitchburg, Ayer, Springfield, and one or two other Massachusetts towns, met in the last-named city on Wednesday afternoon, March 6, and discussed the needs of the trade. Remarks were made by Albert W. Finlay, of Boston; E. E. Nelson, secretary of the Boston Typothetæ Board of Trade, and A. E. Davis, editor of the *U. T. A. Bulletin*. Mr. Finlay showed the splendid results the standard cost system invariably gives, and pointed out specific instances in which printing plants that had been running along without profits were placed in the profit-earning class by the Standard system. Mr. Nelson spoke along similar lines and mentioned the need by the estimator for the accurate data which only the cost system gives. "The man who makes the estimates," he said, "is the man who makes or loses money for the plant, and unless he has complete knowledge of the cost of production in his plant he generally will make prices which are too low to return a profit." Mr. Davis spoke of the work of the Typothetæ, and made mention of the great growth of the association. He also explained the Standard cost system, illustrating his remarks with charts, and pointed out the manner in which the use of the system increases the efficiency of a plant, raises selling prices and so changing conditions that a great deal more money is made from the business. He showed that the Standard system is simplicity itself, and urged those present who were not members to join the Typothetæ and to cooperate with the national officers in organizing local associations in their cities. Several new members were added to the Worcester association, and applications were also received from printers in towns where as yet no Typothetæ has been organized. One result of the meeting will be the organization of a Typothetæ at Fitchburg, Massachusetts. The Worcester Typothetæ and the Typothetæ of Marlboro have asked the parent organization to send field men to install the Standard cost system in the offices of the members in those cities.

On Tuesday afternoon, March 5, a meeting of the printers of Springfield, Massachusetts, and surrounding towns was held in the rooms of the Springfield Board of Trade. About twenty-five printers were in attendance. William M. Lester, of the Loring-Axtel Company, introduced A. E. Davis, editor of the *U. T. A. Bulletin*, who told of the great work the Typothetæ is doing, and explained the Standard cost-finding system, illustrating his remarks with charts. The result of the meeting was the addition of several members to the Springfield Typothetæ, and the taking of steps for the organization of new Typothetæ in Holyoke, North Adams and Pittsfield.

New Typothetae Organizations.

On February 28 the Passaic Typothetæ, of Passaic, New Jersey, was organized, with ten members. The officers are: President, James T. Baker; vice-president, Fred C. Clough; secretary, George H. Freeman; treasurer, William Rigg. A. E. Davis, a representative from the national secretary's office, assisted in the organization.

George W. Bond, organizer for the United Typothetæ of America, late in February organized the Allegany Typothetæ, at Wellsville, New York, and the Troy Typothetæ at Troy, New York.

Franklin W. Heath, secretary of the United Typothetæ of America, visited Jacksonville, Florida, recently, with the result that the Master Printers' Association of that city voted to join the United Typothetæ in a body. A Typothetæ representative has been placed in the field for the purpose of supervising the installation of the Standard cost-finding system.

Printers of Los Angeles have organized the Los Angeles branch of the United Typothetæ of America.

On Monday evening, March 4, the printers of Montclair, Caldwell, Bloomfield and the Oranges met at Montclair, New Jersey, and organized the Watchung Typothetæ. The officers are as follows: President, A. E. Studer, Montclair; vice-president, Fred Madison, Montclair; secretary, C. W. Bowne, Montclair; treasurer, L. C. Gillies, East Orange. A United Typothetæ of America field man will be sent to this section to install the Standard cost system.

The roll-of-honor list the United Typothetæ of America is so proud of has been increased by the addition of St. Joseph, Missouri. St. Joseph has the distinction of being the largest one-hundred-per-cent town in the Typothetæ.

On March 11 a meeting of printers was held at Lan-

caster, Pennsylvania, and a branch of the United Typothetæ was organized with six charter members. A committee was appointed to canvass all printers of the city and urge their attendance at a later meeting. C. P. Cummings, secretary of the Philadelphia branch, addressed the meeting.

Printers of Niagara Falls and Lockport, New York, held a banquet at Niagara Falls on March 6 and organized a branch of the United Typothetæ. The following officers were elected: President, George H. Courter; vice-president, Albert Petschke; secretary, John W. Baker; treasurer, R. H. Winter.

Michigan Cost Congress.

The Michigan Cost Congress, which is to be held at Detroit, April 12 and 13, under the auspices of the Michigan Printers' Cost Commission, will be the most important meeting so far held in that State by employing printers. George Harland, Detroit, is chairman of the commission; J. S. McMillan, Monroe, is secretary, and E. C. Peters, Saginaw, treasurer. The other members of the commission are: Fred W. Gage, Battle Creek; Alletz K. Lyson, Grand



GEORGE HARLAND, DETROIT, MICHIGAN, CHAIRMAN, MICHIGAN PRINTERS' COST COMMISSION.

Rapids; H. A. Dixon, Port Huron; R. A. Moote, Jackson; J. B. Rieg, Kalamazoo; R. L. Ripley, Lansing, and John Gregory, Bay City.

Judging from the personnel of the commission, the Detroit congress should be as successful a meeting as any of those so far held in other States. The tentative program is an excellent one, and it is to be hoped that every worth-while printer in the State will take advantage of this splendid opportunity to get in friendly touch with his competitors.

South Carolina Cost Congress.

Employing printers of South Carolina held their first printers' cost congress on March 18 and 19 at Columbia. Prominent printers and cost experts from other States were present and rendered able assistance in furthering the movement. The attendance at the meeting and enthusiasm shown indicate that South Carolina is to keep pace with her sister States in the printers' revolution against chaotic business methods.

Indiana Cost Congress.

The Indiana Printers' Cost Congress, under the auspices of the Franklinites, was held in the Claypool Hotel, Indianapolis, Indiana, on March 14 and 15. There was a large attendance, the visitors being welcomed by Robert E.



J. S. MCMILLAN, MONROE, MICHIGAN, SECRETARY, MICHIGAN PRINTERS' COST COMMISSION.

Darnaby, of the Hoosier capital, his speech being replied to by Schuyler Miller, of Peru. The speakers were of excellent quality, including Earl Britt and R. T. Deacon, of St. Louis; C. L. Dowley and R. T. Porte, of Cincinnati; John



EDWIN C. PETERS, SAGINAW, MICHIGAN, TREASURER, MICHIGAN PRINTERS' COST CONGRESS.

J. Miller and Henry Allen, of Chicago; J. S. McMillan, of Monroe, Mich.; H. C. Wedekemper, of Louisville; and "Gene" Turner, of mutual fire-insurance fame. The evening session was devoted to a discussion of ways and means

for organizing local, district and State Ben Franklin Clubs, the text being "Threads of Franklinism," an address by L. B. Lacey, president of the Indianapolis Ben Franklin Club.

Montreal Board of Traders Dine.

C. J. S. Phillips, president of the Montreal Printers' Board of Trade, was toastmaster at the annual banquet on Saturday, February 9. Within the range of his eye were printers from New York, Boston, Lowell, Ottawa and Toronto. Among the more distinguished guests were former Postmaster-General Lemieux, King's Printer Parmalee and Colonel Cushing, president of the United Typothetæ. The speakers included Mayor Lavallee, who spoke in English and French. The key-note of the evening's discourse was the desirability of having printing added to the curriculum of the technical schools.

Pittsburgh Typothetae Feasts.

This year's banquet of the Pittsburgh Typothetæ fulfilled the ambition of the capable committee — namely, "to make it the largest and most interesting gathering of the master printers and their allied interests ever held in this city." It was informal as to dress, and there was music as well as speaking — just the sort of affair that busy printers enjoy to the limit. The evening's entertainment was in charge of a committee composed of James G. Connell, Jr. (chairman), J. C. Robertson (secretary), W. J. Golder, Robert L. Forsythe, Joseph E. Stevenson, Frank B. Williams, B. F. McPherson, J. F. Dunker, J. C. Bragdon, Frank Braddock, H. P. Pears, Charles F. Warde and E. F. Anderson.

Compares Four-color Printing with Lithography.

The advertising men of Springfield, Massachusetts, gave a banquet on Monday night, March 4. About twenty-five guests were present. Mr. Rayner, president of the Quadri-Color Company, of New York, and Henry Lewis Johnson, editor of the *Graphic Arts*, were the speakers. Mr. Johnson showed samples of good and bad advertising and pointed out the fact that good printing and good advertising went hand in hand. The representative of the Quadri-Color Company exhibited a large number of specimens of four-color printing, and made comparisons of that work with lithography. He showed that lithographic prints, containing fourteen colors and necessitating fourteen different printings, were inferior to reproductions from the same subjects printed by the four-color process.

Successful Meeting at Toronto.

The first cost congress ever held in eastern Canada convened at the King Edward Hotel, Toronto, Ontario, on February 22 and 23, and was a splendid success. Despite inclement weather, fully four hundred employing printers and publishers were in attendance and a thorough discussion of all the big questions confronting the craft was participated in by printers from every part of the Dominion as well as by prominent American craftsmen.

One of the most impressive addresses was delivered by H. P. Moore, publisher of the Acton (Ont.) *Free Press*, whose subject — "Are You, the Boss, on the Pay-roll?" — held particular interest for the assembled delegates. Among other things he said: "A new era will dawn for Canadian printing-houses when every master printer and publisher puts himself on the pay-roll and every Saturday afternoon draws his $25, or $30, or $40, or $75, or $100, according as the size of his business may warrant. Then prices will be more up to the standard of what they should be, for they will include a share of that hitherto frequently overlooked item of cost — the boss's own salary on the pay-roll."

George H. Saults, of Winnipeg, Manitoba, precipitated a spirited debate with an address on depreciation. The discussion showed that many printers had not been making correct charges for depreciation.

Speakers from the United States included R. J. Hausauer, of Buffalo; Henry P. Porter, of Boston, and George Hough Perry, of New York. A paper by Colonel Cushing, president of the United Typothetæ, was read by Mr. Porter. The welcoming address was delivered by Mayor Geary, the response being made by Editor Williams, of the Collingwood *Bulletin*.

Permanent officers were elected as follows: Chairman, A. Macoomb, Toronto; vice-chairman, H. L. Rous, Toronto;

A CALL TO STICKS



The printers of Michigan will hold a get-together meeting in Detroit, April 12-13. Because Organization is the Life of the Printing Industry every Job Printer and Newspaper Man in the state should join in the movement. Put your arm to the crank and get on the job. *First Michigan Cost Congress, April 12-13*

joint secretaries, Chester B. Ames, secretary of the Printers' Board of Trade, and John M. Imrie, editor of the *Printer and Publisher*, Toronto.

A resolution was passed providing for annual meetings and creating a committee to perfect the organization.

Franklin Club of Wisconsin.

The convention and cost congress of Wisconsin and northern Michigan, held on March 8 and 9 at Milwaukee, resulted in the organization of the "Wisconsin State Franklin Club." A constitution and by-laws were adopted, and the following officers elected: President, W. M. Castle, Oshkosh; vice-president, Frank Cantwell, Madison; secretary, Rudolph Haessler, Milwaukee; treasurer, Frank E. Noyes, Marinette. Executive Board: M. C. Rotier, Milwaukee; Thomas F. Lyons, La Crosse; W. B. Gregory, Menominee, Michigan.

Among the prominent visitors were F. I. Ellick, of Omaha, Nebraska, and William J. Hartman, Henry Allen, and A. E. Southworth, of Chicago.

The new organization starts out with encouraging prospects, having a charter membership of 165.

Banquet at Wilmington.

The Typothetæ, of Wilmington, Delaware, held a banquet on March 12, representatives from almost every plant in the city being present. The object of the meeting was to arrange for the installation of Standard cost-finding systems in all Typothetæ officers in Wilmington. Nine installations will be made. Four new names were added to the membership.

Bay City Organizes Ben Franklin Club.

A Ben Franklin Club was recently organized at Bay City, Michigan, with John P. Lambert and A. E. Ripley as president and secretary, respectively. The new organization was formed as a direct result of a visit of Secretary Henry Allen, of the Ben Franklin Club of America, to Saginaw last month.

South Chicago Printers Meet.

On February 20 the members of the Calumet Ben Franklin Club, Chicago, met at Pullman, Illinois. After partaking of a good dinner, various subjects were taken up and spiritedly discussed. Secretary Allen, of the National Ben Franklin Club, was a guest and delivered an interesting address on the work of the national body. "Gene" Turner, the mutual fire-insurance man, awakened much interest among those assembled in the printers' mutual insurance plan, a committee being appointed to take up the matter in earnest. The officers of this progressive organization are: President, George A. Kinney; vice-president, A. W. Fleming; secretary-treasurer, A. B. Schulz. The Calumet Club is affiliated with the national body.

Ben Franklin Club Activities.

A meeting of the Executive Committee of the Ben Franklin Club of America was held at Indianapolis on March 14. There was a full attendance, with President W. J. Hartman in the chair. Among other matters it was decided to hold the annual convention at Cleveland, Ohio, on June 20, 21 and 22. The local Ben Franklin Club is enthusiastic in the matter of the arrangement for the comfort and entertainment of the delegates. Later on particulars will be published as to the program, but it is certain that the gathering will set a mark in organization work.

On March 7 the monthly meeting of the Aurora, Illinois, Ben Franklin Club was addressed by Secretary Henry Allen, of the Ben Franklin Club of America, who took for his subject "Organization and Its Effect on the Printing Business." There was a large attendance of members at the meeting, at which President E. C. Finch took the chair.

On March 21 there was an enthusiastic gathering of printers at a dinner in Omaha, Nebraska. The principal guest was Secretary Henry Allen, of the Ben Franklin Club of America. Mr. Allen gave an address on "Organization and Cooperation." The president of the Omaha Ben Franklin Club — C. E. Corey — took the chair. Guests were present from Lincoln, Fremont and surrounding towns.

FEDERATION PROBLEMS IN NEW YORK CITY.

Four employing printers' organizations are active in New York city. Efforts to federate their interests have been under way, and, as usual with such efforts in organization work, there has been some misunderstandings, with the concomitant personalities and imputations of motives. The *Printing Trade News*, which makes up in forceful expression for any lack it may otherwise have, gives space with favorable comment to a severe criticism of Mr. Gregory, the secretary of the Printers' League of New York, the charge being that Mr. Gregory has gone beyond his authority in certain particulars. Mr. Gregory replying in detail shows that in all particulars he has merely followed the orders and rules of the organization whose servant he is, and at no time has made any departure from established authority and usage.

The *Printing Trade News* and the organizations in New York are working for better things and are doing good service. There is an honest difference of opinion on the best way to get the best results, and there is no benefit to be obtained in getting red in the face about these questions and rushing into print with personalities — for these things always live in print, and are a vexation in after years. Let the organization work be fought out on the floor of the conventions. Mr. McCoy is a good fighter, and with the Scotch in Mr. Gregory they will make a mixture that will keep them busy enough in bringing order out of the turgidity that now prevails.

"PROGRESSIVE PRINTER" SUSPENDS — "INLAND PRINTER" TAKES OVER ITS LIST.

Wearying of the arduous task of carrying coals to Newcastle, H. A. Pawly ceased publishing the *Progressive Printer* with its December issue.

The subscription-list was offered THE INLAND PRINTER, and satisfactory arrangements were completed during March. As our January, February and March editions are exhausted, all but a few *Progressive Printer* subscribers will commence with this issue and be placed on our list for the remainder of their unexpired subscription, allowance being made for the lapsed three months. Those who subscribed for both papers will be given credit for the period of their unexpired *Progressive Printer* subscription.

TYPEFOUNDERS SHAKEN UP.

W. H. French, president, and Charles R. Murray, treasurer, of Barnhart Brothers & Spindler, were passengers on the Twentieth Century train that was wrecked near Poughkeepsie, New York, on March 13. Both gentlemen escaped without the least damage, though most of the passengers were more or less seriously injured.

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Postage-stamp Mucilage.

Some time ago a correspondent made inquiry for a formula for postage-stamp mucilage. At the time we were unable to make recommendation, and referred him to the makers of mucilage. We now offer the following recipe, which is highly commended by those who have used it: Gum dextrin, 2 parts; water, 5 parts; acetic acid, 1 part. Dissolve by heat in water bath and add 1 part ninety-per-cent alcohol.

Zinc Overlays and Process of Making.

(1159) "Kindly give us addresses where we can secure proper material for zinc overlays, and process of making."

Answer.— This is a patented process, and can be secured only of Gilbert, Harris & Co., 416 North Fifty-second avenue, Chicago.

Air Compressor Attached to Linotype.

(1153) "Will you kindly furnish me with the name and address of the firm which manufactures an air compressor that is attached to a linotype machine in place of the loose pulley on the driving-shaft?"

Answer.— The Typesetting Machinery Company, 1241 South State street, Chicago.

Printing on Cloth.

(1156) "Have you any books that treat of printing on cloth, such as flour-sacks, etc.? If not, do you know where I can get such a book?"

Answer.— The methods used in printing on cloth are no different than those used in printing on paper. The work can be done on any press. We have no knowledge of a book treating this subject.

Imprint Matrices.

(1152) "Please inform me where I can get matrices to cast small gothic type on the Linotype. The Linotype company makes nothing smaller than a five-point face, and I want matrices that will cast about three or four point faces. I have seen imprints cast on a Linotype, but am not able to learn where the matrices are made."

Answer.— Imprint matrices are made by the Imprint Matrix Company, Charlotte, North Carolina. A folder, giving full description, will be sent on request made to the company.

Printers Publishing House Organs.

(1155) "Would you furnish us with a list of printers who publish house organs?"

Answer.— The following is a partial list of well-known printing concerns that publish house organs: The McCormick Press, Wichita, Kan.; the Pearl Press, Brooklyn, N. Y.; Monarch Printing Company, Council Bluffs, Iowa; Woodruff Bank Note Company, Lincoln, Neb.; Griffith-Stillings Press, Boston, Mass.; Regan Printing House, Plymouth place, Chicago.

Imported Job Ink.

(1142) "Can you tell me who handles the imported job ink stamped with the name 'E. T. Gleitsmann, Dresden'?"

Answer.— We have been unable to learn the name of the American selling agent. An examination of the German publications gave no trace of the manufacturer. The publication of your inquiry in this department may bring the needed information.

Linotype Dross.

(1150) "I would like to know of the best place to sell linotype dross, also what it should bring."

Answer.— You should be able to dispose of linotype dross to the concern from which you buy your metal. The price runs from 2½ to 3½ cents a pound, depending on quality. The Hoyt Metal Company, St. Louis, Missouri, is probably the nearest manufacturer to your city.

Optical Illusions.

(1139) "It is my desire to secure different specimens of what I would call optical illusions, and I feel quite sure that I have seen a collection of them in some book or magazine. If you can be of any assistance in the matter of furnishing the desired information, it will be greatly appreciated."

[Can any of our readers give the desired information?]

Wants Book on Magazine Publication.

(1151) "I want to ask concerning a book which gives specific as well as elaborate instructions upon the publication and operation of a magazine."

Answer.— We do not know that any book has been published treating exclusively the subject of magazine publishing. Our catalogue includes all of the important books relating to printing and publishing. Possibly some of these may answer your purpose.

Printing on Tin-foil.

(1158) "Can you indicate to us a machine that prints tin-foil rapidly and in the best condition, size 38 by 29? There would be on each leaf twelve plates similar to that which you will find enclosed [3¾ by 7½ inches]. The object is to get a press that will be perfectly adapted, or practical."

Answer.— Our correspondent — a resident of Paris, France — was informed that we had no knowledge of a press especially adapted for printing on tin-foil. We have since learned that the Kidder Press Company, 261 Broadway, New York, has furnished presses for foil printing to

nearly all the large tin-foil printers in the United States. In this country tin-foil printing is usually done on platen presses, the tin-foil being cut to a convenient size for handling, on account of the flimsy character of the material. The printing is generally done from rubber, although metal type is sometimes used. Suggestions from readers on this subject will be appreciated.

American Dealers in Printers' Machinery and Supplies.

(1148) "As we desire to place an order for printing machinery and printers' supplies [Santiago de Cuba], we would thank you to put us in touch with American press-builders and dealers in printers' supplies."

Answer.— We have forwarded you a copy of THE INLAND PRINTER, in which you will find advertisements of leading manufacturers of and dealers in printing machinery and printers' supplies.

Cylinder-pressfeeder Seats.

(1149) "Will you kindly advise where we can obtain cylinder-pressfeeder seats? We have been unable to locate Champlin & Smith in Chicago, people whom our records show have previously handled these."

Answer.— The business formerly conducted by Champlin & Smith is now in the name of D. H. Champlin, 157 West Adams street, Chicago. Mr. Champlin is still dealing in cylinder-pressfeeder seats.

Advertisement-layout Sheets.

(1145) "Can you tell us where layout sheets similar to the enclosed can be obtained? We shall appreciate the information."

Answer.—A number of the large mercantile establishments have advertisement-layout sheets printed for their own special use. The form submitted may be one of these. The Inland Type Foundry, St. Louis, Missouri, at one time issued a special layout sheet. We have no knowledge of any other concern issuing these forms for general use.

Coin-wrappers.

(1144) "Kindly advise where I can purchase a machine to form coin-wrappers similar to enclosed. I prefer a small hand-power apparatus, as the consumption is not great."

Answer.— The wrappers are furnished by the Coin Counting Machine Company, 1 Madison avenue, New York city, for use with its coin-counting apparatus. We do not know of any machine for forming these wrappers. There is an automatic machine that counts and wraps coins in packages. This machine is made by the Automatic Coin Wrapping Machine Company, 80 Greenwich street, New York city.

Printing-presses and Printing Plants in the U. S.

(1143) "I want to obtain statistics showing the number of printing-presses of different classes in use in the United States. I should like also to obtain a statement of the printing plants in each State of the Union. If you can give me this information or advise me where it can be obtained, I shall greatly appreciate it."

Answer.— We do not believe the Bureau of Statistics at Washington has any record of the number of printing-presses in use in the United States. The number of printing plants is given at something over thirty thousand. Basing an approximate on this figure, we should judge there were from one hundred thousand to one hundred and twenty-five thousand printing-presses of all kinds in use. Probably two-thirds of these are job presses of different kinds and makes. One of the large press manufacturers may be able to give you more exact data. For information as to the number of printing plants in each State, write the Typo Mercantile Agency, 160 Broadway, New York city. This concern issues a directory of the printing trades, which is revised half-yearly.

Steel Type for Stamping on Metal.

(1154) "Will you please give me the address of some company making steel type, for stamping on metal?"

Answer.— C. H. Hanson, 178 North Clark street, Chicago; Lathey Steel Type Company, 27 West Illinois street, Chicago; J. D. Mallonee & Co., 30 Church street, New York city; George M. Van Ness, 61 Fulton street, New York city; Schwaab Stamp & Seal Company, Milwaukee, Wisconsin.

Knock-down Box for Printed Stationery.

(1147) "Kindly send us names and addresses of paper-box manufacturers who make a 'knock-down' box suitable for stationery."

Answer.— The following Chicago concerns manufacture boxes of the character described: C. J. Lawrence & Brothers, 1223 Wabash avenue; Henry Runtz Paper Box & Novelty Company, West Kinzie and Clark streets; Automatic Paper Box Works, Tribune building.

A Problem in Ballot Printing.

(1146) "I have a job of ballots to print for the county. There will be fifty thousand ballots, each 6 inches wide and about 10 feet long. We have a six-column quarto press. Now, the printing doesn't bother me any, but it is evident that these ballots will have to be pasted together in three sections, each the length of our press, 44 inches. That looks like a slow job to me. If you can advise me of any scheme by which we can speed up the matter of pasting these strips together it will be a favor. I have racked my brain in vain."

Answer.— It is our opinion that the largest printing concerns in the country would hesitate to undertake the pasting together of fifty thousand ballots in the manner you have described. For the ordinary printer the job is simply impossible of accomplishment. Our advice is that you appeal to the judgment of the election commissioners to allow a blanket ballot of sufficient dimensions to take in all of the names. If you finally solve the problem, we would be glad to have you advise us as to how it was done. The solution might prove interesting to our readers.

Dies for Cutting Labels.

(1159) "We are particularly interested in label printing, and would thank you for the address of manufacturers of dies with which to cut different shapes of labels. Could you also inform us whether or not there is an attachment which can be used with a paper-cutter to cut the different shapes?"

Answer.— George Van Pelt, 452 West Huron street, and the Western Cutting Die Company, 222 West Huron street, both of Chicago, are manufacturers of dies for cutting labels. The J. A. Richards Company, Albion, Michigan, makes a die-cutting outfit adapted for use on platen presses. We do not know of an attachment for cutting labels on a paper-cutter, but we presume you can adapt the paper-cutting clamp and a cutting-board and cut labels in this way. Cut the labels into single or double sheets and glue up on edge. Place about two hundred on an electro base on which a sheet of binders' board is laid. Turn up the clamp of the paper-cutter high enough to take the stock, on top of which the die is placed in register with the printing. Place this in the center of the clamp and run it down until the

cutting-die is brought to the cutting-board. Naturally this is slow work, and will do only on short runs. The die-cutters that can be used on a platen press are quite well adapted to the use of printers who have only an occasional cutting job to turn out. If you have much of this work it may pay you to get a die-cutting press.

Low-slug Cutting Machine.

(1138) "We are under the impression that a machine or device is now on the market for cutting down high linotype slugs to about the same height as foundry slugs. Will you kindly let us know if you have heard of such a machine, and the name and address of the manufacturer?"

Answer.— You probably have reference to the machine recently placed on the market by the Lowslug Machine Company, Winston-Salem, North Carolina. This machine is made exclusively for reducing the height of the blank portions of linotype slugs, and is called "Lowslug." The price is $25.

Electricity in Paper.

(1103) "We are troubled a great deal with electricity in our pressroom, making it impossible to print our papers without wetting them, but this makes a bad-looking paper. How can we remedy this?"

Answer.— The following concerns manufacture apparatus or compounds for dispelling electricity: Thompson Static Neutralizer Company, 1645 Old Colony building, Chicago; Kay-Kay Dispeller Company, 1322 Wabash avenue, Chicago; United Chemical Company, Indianapolis, Indiana; United Printing Machinery Company, Boston, Massachusetts; De Boise Bresnan Company, 15 Frankfort street, New York city. In the absence of one of these agents the only way to eliminate trouble through electricity in paper stock is to heat your stock before printing. When stock arrives, place it near a stove or radiator, and have it well heated before running. Also keep your tympans well oiled. This will avoid the necessity of wetting the stock.

Quick-drying Glue.

(1116) "Our printer informs us that you can give us a formula for glue to be used on paper as the enclosed sample. The glue must dry in thirty-five seconds."

Answer.— The quickest-drying glue that we know of is the dark glue used by cabinetmakers. This glue is first softened in cold water, and afterward heated in a water bath and brought to a liquid state by heat. The consistency you desire can be secured by heat and the proper amount of water. We do not know of any liquid glue that will dry in so quick a time as you mention. However, we would suggest that you write the Arabol Manufacturing Company, 100 William street, New York. This firm makes adhesives of all kinds, and may be able to furnish you the desired article. Bookbinders' glue is made by Robert R. Burrage, 83 Gold street, New York. Other manufacturers of glue are the Commercial Paste Company, Columbus, Ohio, and Peter Cooper's Glue Factory, 219 La Salle street, Chicago.

Stencil Ink in Dry Form.

(1141) "We would like to get hold of a receipt for making stencil ink that is put up in dry form. Can you tell us where it can be obtained?"

Answer.— We submit the following recipes. To test their availability, try a small amount in the proportions given: (1) Lampblack, 12 ounces; china clay or baryta, 3 ounces; dextrin, 2 ounces. To the dextrin add one quart of hot water. When it is dissolved, add the lampblack and clay until the desired consistency is obtained. (2) Shellac, 2 ounces; borax, 2 ounces; water, 25 ounces; dextrin, 2 ounces. Boil the water and add the borax. Remove from the fire and add shellac. When dissolved, add the dextrin. When the whole is dissolved add any aniline color or a pigment in sufficient quantity to secure the desired consistency. (3) Solid stencil ink: Mastic, tears, 8 ounces; shellac, 12 ounces; venice turpentine, 1 ounce. Melt and add one pound of wax and 6 ounces of tallow. When dissolved, add 6 ounces hard tallow soap shavings, and mix. When a homogeneous mixture is obtained stir in coloring matter to suit. Pour into molds. This becomes hard and may be dissolved in hot water when ready to use.

Fan-fold Forms.

In the January number of THE INLAND PRINTER (question 1003, this department) inquiry was made for "information regarding machinery or special attachments, made to produce what is called 'fan-fold forms' in continuous strips." We were unable to give our correspondent definite information at the time, but have since received the following statement from the Cleveland Folding Machine Company: "The Cleveland Folder makes six and eight page accordion folds, and, by two operations of the machine, even a greater number may be obtained. If, therefore, you will kindly direct interested parties to us, we shall be very greatly obliged to you."

System of Keeping Tab on Progress of Jobs.

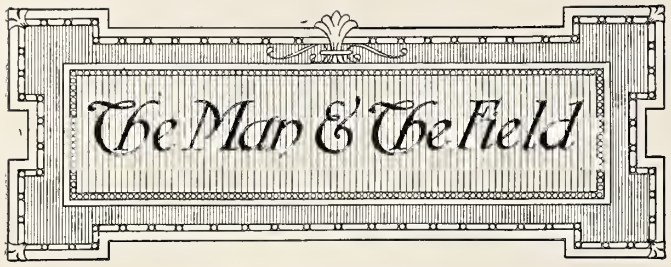
(1137) "We would ask for information as to whether you know of any blank forms, used by office managers, in keeping track of jobs going through a printing plant, which will show the condition of the work as it progresses through the different departments."

[THE INLAND PRINTER would be pleased to hear from readers who may have worked out a system which secures the results desired by our correspondent. It will be noticed that the inquirer wants a checking-up system that not only informs the manager as to what department a certain job may have reached, but how far it has progressed in that department. Any such card-index system would undoubtedly necessitate daily reports from each department head on every job in his department.— EDITOR.]

Fastening Arrow to Cardboard.

(1140) "We are figuring on a job to be made up on five or six ply cardboard. In the center of the card will be printed a circle divided up in different sections, something like a roulette wheel, and an arrow will be fastened in the center to turn with a flip of the finger. We believe that we can make a die of steel cutting-rule to cut the arrow, but we know of no fastener with which to put them on the card. If you can put us in touch with some one making brass or metal fasteners we would be greatly obliged to you."

Answer.— We believe that it will be an advantage not to cut the arrow from paper, but to have it made of thin metal, brass or aluminum. It may be attached to the card with an eyeletting machine — either hand or foot power. The arrows may be secured from the Fidelity Brass Manufacturing Company, 730-734 West Monroe street, Chicago. If you send this company a drawing of what you need, giving exact dimensions, it will give you quotations for brass or aluminum, also furnish you an idea how to attach them to cards. This firm does all kinds of this work. If you desire figures on an eyeletting machine, write the Edward B. Stimpson Company, 68-70 Franklin avenue, Brooklyn, New York. This firm also handles metal specialties, such as you may find it convenient to use.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Manager and Superintendent Wanted.

(1209) A manager and a superintendent are wanted by a large printing plant, which is equipped for the printing of publications only — now printing about twelve publications. Manager must know the game from a manufacturing standpoint, also from a selling standpoint, and be able to figure a job successfully. Superintendent must be able to keep the presses going and to lay out the work to that end. Liberal arrangements as to salary and commission will be made with the right parties. Location, one of the best towns in the middle West.

Linotype Operator Seeks Position.

(1210) Linotype operator, and ad. and make-up man, twenty-two years' experience, seeks change. Can give best of references as to capabilities. Location desired in the South or West.

Weekly Newspaper and Job Office.

(1236) Practical printer, twenty-three years of age, with seven years' experience, college graduate, desires to buy a one or two man weekly newspaper and job office, either in Florida or Oklahoma. Capital to invest, $1,000.

Electro Finisher Wants Foremanship.

(1237) Electro finisher, twelve years' experience in large plants, desires position as foreman either in western Canada or Western States. Fully experienced on all kinds of flat and curved work, including magazine and job, colorwork, etc. Married; twenty-nine years of age; union.

Job Compositor and Linotype Operator.

(1238) Job compositor and linotype operator desires position in small town in East, where there is an opportunity for working up speed on the Linotype. Willing to start on low salary. Four years' experience.

Manager, Superintendent or Editor.

(1239) High-grade printer, who thoroughly understands the executive and editorial end of both weekly and daily papers, desires position as manager, assistant to manager, superintendent or editor. Also thoroughly familiar with commercial and magazine work; practical as well as executive. Strictly reliable; a hustler.

Foreman Wanted for Minnesota Plant.

(1240) Man to take charge of selling end of modern job plant in Minnesota. Must know the printing game from the ground up.

Country-bred Job Compositor.

(1241) Job compositor, four years' experience in pressroom and on stone, desires position. At present stoneman on a large eastern daily newspaper. Country-bred. Best of references.

Wants to Buy Weekly Newspaper.

(1242) Practical all-around printer and linotype machinist-operator, as well as former newspaper publisher, desires to purchase a weekly newspaper on easy payments. Clean business record; A1 references.

Expert Foreman for Partner.

(1243) Experienced editor of weeklies and a daily wants competent, energetic foreman as partner in weekly and job office, western Washington. Must put in about one-fourth of cash required — about $750. He says: "Wish foreman who wears seven-league boots of ability and push; no boozer; better married than not. My three newspaper undertakings have been unusually successful. After practicing law eight years, am returning to journalism (under forty) for next thirty years, I hope. Am an Elk; would like foreman who is Mason. Can make money with right man, and will guarantee him against loss on investment. Field is almost noncompetitive. Six-column quarto." References are of the best.

Experienced Proofreader.

(1244) Young lady of several years' experience in all classes of proofreading desires a position. Law or book publishing house preferred, or a responsible magazine might be considered. Residence in West. Familiar with job and commercial work. Five years in Government Printing Office at Washington, D. C. Union.

Two-thirder—Graduate I. T. U. Course.

(1245) Job and ad. compositor of three years' experience desires place with a firm doing high class of work that can use a two-thirder. Union. Graduate of I. T. U. Course, with fine grade. Able to lock up forms on cylinder and impose different forms.

Machinist-operator.

(1246) Machinist-operator, with twenty-two years' experience in newspaper business, would like position with small daily or a weekly that has a machine, in which loyalty, punctuality, ability and a desire to practice the Golden Rule would be appreciated. Prefers the West. Thirty-six years of age; married; sober.

Energetic Young Man Wants Foremanship.

(1247) Printer, twenty-seven years of age, with twelve years' practical experience in composing-rooms, pressrooms and bindery, would like to take charge of a small or medium-sized printing plant and produce results. Thoroughly competent to estimate on work. Would start at moderate salary in an office where there is an opportunity to earn more when ability is proved. Reliable; trustworthy; best of references.

Wants Lease of Good Country Weekly.

(1248) Newspaper man, good job pressman, with knowledge of cylinders, and a rapid compositor on all kinds of work, from a twenty-eight-sheet poster down to the

finest commercial work, would like the lease of a good country weekly (East preferred), with the privilege of buying at the end of the year. Former owner of first-class commercial printing-house. A1 references.

Machinist-operator and All-around Printer.

(1249) Machinist-operator and all-around printer of fourteen years' experience would like to locate in some town of fifteen thousand or over, east of Chicago; evening paper preferred. Married; thirty-one years of age; union. Perfectly reliable in every way.

Job Printer and Ad.-man.

(1250) First-class job-printer and ad.-man, with twelve years' experience, would like position in a job office or newspaper ad.-room as a regular printer or make-up man. Also experienced in copperplate work and embossing on hand machines. At present employed as foreman of small job office, where he has been for five years. Capable of taking charge of small job office or foremanship of country newspaper. Married; union printer; good habits.

Long-experienced Job Printer.

(1251) All-around job-printer, seventeen years' experience, would like situation as compositor in a high-grade shop, or foremanship of a small plant. Would prefer Chicago as to location. I. T. U. student with excellent grades. Thirty-six years of age; sober and reliable; union; Mason.

Practical Craftsman and Efficiency Engineer.

(1252) A thoroughly practical craftsman of long training in shop and office seeks a connection where brains, coupled with the ability to do things, will be appreciated. Well up on cost systems, stock estimating and scientific shop management. Salary secondary. References gilt-edged.

Opportunity in the Canadian Northwest.

(1253) A high-class concern in the Canadian Northwest is looking for a crackerjack job compositor who is a student and ambitious and willing to cooperate in the new efficiency movement. The scale is $21, but the company is willing to start a good man at $28, with further advance if he makes good. The shop is small but growing, and the management is ambitious to produce the best grade of work; it is willing to get a man anything he could possibly desire to work with, considering it economy to have the best of material and lots of it. The man who qualifies will have the advantage of a weekly lecture on the more theoretical aspects of printing, which is given employees once a week by the manager.

Foremanship of Newspaper and Job Plant.

(1254) Practical printer and proofreader would like position in eastern Pennsylvania or New Jersey as either foreman of newspaper and job plant or as a proofreader. Best of references.

Job Folding-machine Operator.

(1255) Folding-machine operator of fifteen years' experience desires to make a change. He is considered one of the best operators and all-around mechanics in the town in which he lives. Prefers two or three folders, automatic Dexters, with location at Chicago.

Printer-editor.

(1256) Young man, twenty-nine years of age, ambitious and not afraid of work, seeks a position in South or Southwest as printer-editor or printer-journalist on a newspaper. Eleven years' experience as printer, proofreader and journalist. Also familiar with presswork. Desires the management of a small daily paper where he can boost the circulation by supplying interesting and up-to-date literary features. Good on editorial work, and can turn out special features, stories, poems, or anything necessary in that line. Familiar with customs and people of the South through association.



SON OF "OLD BILL" (A. J. CLARK), BUTTE, MONTANA.

THE MAKE-UP.

"John," exclaimed the inebriated printer's wife, "when you come home in that condition at this unseemly hour I hardly know what to call you!"

"'At's awright, m'dear," cajoled the printer. "Jus' put me in the 'too late to classify' department." — *Youngstown Telegram.*

SEASONABLE.

"Did you ever have a cold?" inquired the plain citizen, "that you could not get rid of?"

"No," answered the purist, "If I had I would have it now."

Thus the coolness arose.— *Washington Herald.*

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

James H. Furman in New Quarters.

James H. Furman, the gold-ink dealer, is located in new quarters — Room 604 Hearst building, 326 West Madison street, Chicago. The removal notice announces that "We shall be pleased to shake hands with all of our friends when they find it convenient to call."

Printers' Union Campaigning to Enforce Laws.

Montana has a statute prohibiting county officials from giving contracts for work to foreign firms, and the typographical union at Great Falls has taken steps to enforce the law in the hope of compelling officials to purchase county supplies from Montana business houses.

Linograph Company May Build at Davenport.

It is reported that representatives of the Linograph Manufacturing Company, of Minneapolis, recently visited Davenport, Iowa, with a view to securing a site for the establishment of a factory in that city. The Linograph is a typesetting machine which casts a solid slug like that of the Linotype, and is similar in appearance to the latter machine.

Massachusetts Printer and Editor Retires.

After a continuous service of twenty-five years as printer and editor at Ware, Massachusetts, R. E. Capron has sold the Ware River News and the general printing business connected therewith to Osman L. Haven, of Worcester. Mr. Haven is a practical printer and newspaper man of wide experience. For ten years he was in charge of the mechanical department of the Worcester *Evening Gazette*, and is eminently fitted to continue the splendid business established by Mr. Capron.

First Aeroplane Catalogue.

What is claimed to be the first aeroplane catalogue issued in the world has just come from the presses of the Corning Printing Company, publishers of the *Leader Press*, Corning, New York. The book has thirty pages and contains more than fifty illustrations. It is issued by the Curtiss Exhibition Company, and is entitled "Curtiss Aeroplanes." The book gives a brief history of aviation in this country, beginning with the first flight made in America.

Canada to Have School of Printing.

The provincial government of Quebec is to be petitioned by the printers of that province to establish a school of printing. This fact was brought out at the recent Cost Congress for Printers of Eastern Canada, held at Toronto in February. Sir Lomer Gouin, Premier of the Province, who has been approached on the matter, has promised that if the printers of Quebec as a body want such a school, and will ask for it, he will see that they get it. The Printers' Board of Trade at Montreal has a committee at work promoting and developing a technical-school plan. The initial cost of establishing the school is expected to be about $35,000.

Arisen Out of Its Ashes.

"Patience, Virtue, and Industry," form the motto of the Tucker Printing House, of Jackson, Mississippi, which was destroyed by fire some time ago. The house announces on a handsomely engraved card, embellished with a gold embossed phoenix, that "it has arisen out of its ashes and is ready for all comers." With such a motto, as Carlyle would say, "it will go far."

A "New Home" Brochure.

Fred W. Bott, manager of the Southern branch of the Mergenthaler Linotype Company, is sending out a handsome brochure in illustration of the company's new home at New Orleans. The front cover-page shows an exterior view of the building, the back cover showing an illustration of "The Last Word in Mechanical Composition" — a Model 9 Linotype. The interior views are of the general offices, the parts department, the matrix department, the school of instruction, and the machine-shop. A cordial invitation is extended to every one to visit and inspect the new quarters.

Wants Printing-office Declared Nuisance.

Mrs. Margaret Leader, of Reading, Pennsylvania, has rushed into court with the request that the office of the Cutler Printing Company be deemed a nuisance, and the owner restrained from operating it. The management had the presses and other machinery geared to a profitable basis, when the complaining next-door neighbor alleges her premises were made to jar and vibrate so much that an ornamental lamp-shade and an image were broken. Mrs. Leader also alleges that her health is being injured by the printer's activity. Pity the poor printer! His name is Job. If his machinery is idle he has heart disease, and if it is busy they want to declare him a nuisance.

Typographical Unions Watching Trade Education.

The Buffalo (N. Y.) *News* says President Kinskey, of the local typographical union, publicly urged all trade-unionists to attend meetings of the New York State branch of the National Society for the Promotion of Industrial Education, recently held in that city. Mr. Kinskey is quoted as saying he had only words of praise for the vocational schools and their methods, and as expressing the opinion that "The work of vocational schools in determining the qualifications of a boy as to what line of industry he is best fitted to enter will go a long ways toward solving the apprentice question."

In Boston the union is protesting against the appointment of a nonunion man as instructor, while the officers of Rochester Typographical Union have publicly indorsed the

method of testing the efficiency of candidates for instructorships in the printing-trade schools being grafted on the public-school system of that city.

Chicago Concern Gets Strong Aid.

F. G. Browne, for the past ten years manager of the publishing department of A. C. McClurg & Co., and a director in that company, has assumed the duties of president and general manager of the Frederickson Company, Chicago, manufacturers of art calendars for advertising purposes. Mr. Browne's executive experience and knowledge of all matters pertaining to printing fit him in a peculiar way for his new position, and his many friends in the trade will wish him success.

Battle Creek Company Organizes "Push Club."

Better service for the customer and more intelligent cooperation between departments are the aims of an organization known as the "Gage Push Club," formed by the foremen of departments of the Gage Printing Company, Limited, Battle Creek, Michigan. The club holds meetings once a month, or oftener if necessary, to consider the various problems that arise in connection with the manufacturing details of a great printing establishment. In this way any obstructions that may bob up from time to time are cleared away, and the whole institution kept in a harmonious, smooth-running condition. In noting the work of the "Gage Push Club," the Battle Creek *Enquirer* says that "many other manufacturers could learn a very useful lesson, and undoubtedly realize equally evident advantages, by effecting similar organizations in their plants." Fred W. Gage and Thomas C. Morgan are president and secretary, respectively.



THE "GAGE PUSH CLUB" AT DINNER.

Alling & Cory Co.'s Employees Dine.

Employees of the Pittsburgh division of the Alling & Cory Company, the big paper-dealers, held their annual dinner on February 22 at the Fort Pitt Hotel, Pittsburgh. Joseph E. Stevenson, sales manager, acted as toastmaster. A line in the program stated that "Our ladies are being entertained at the Alvin Theater this evening." Joseph T. Alling, of Rochester, New York, president of the Alling & Cory Company, and Prof. H. S. Hower, of Pittsburgh, were the guests of honor. The Warehouse Department Quartette, and William A. Evans, of the sales department, and C. Frank Hilty, of the auditing department, entertained with vocal selections. Addresses were made by Mr. Alling, Professor Hower, Albert H. Seyler, Joseph H. Buerger, Jr., and Thomas K. Cree, Jr.

A general good time was had by everybody — the songbook of the company inviting all to get in tune with the spirit of the times and with the enterprise of the big paper concern.

Big Detroit Concern in New Home.

John Borman & Son, printers, designers, engravers and binders, Detroit, Michigan, recently sent out a handsomely printed announcement of the company's removal to its new home at the corner of Fort and Second streets. The building is of steel and brick construction, four stories high, and contains upward of forty thousand square feet of floor-space. New equipment, including the latest labor and time saving devices, has been added to every department, the machinery being driven by individual motors. The Borman Company is one of the oldest in the country, having been established in 1859, and yet it displays the vigor and enterprise of youth.

State Printing Office Puts in Cost System.

Friend W. Richardson, who a few months ago succeeded W. W. Shannon as State Printer of California, has revolutionized conditions in the State printing plant. Mr. Richardson has applied to the management of the plant the same principles which are effective in well-conducted private business concerns. Speaking on this point at the recent Printers' Cost Congress at Los Angeles, he said: "I am trying to run the State printing-office on a business basis, the same as I would a private concern. The first thing I started in to do was to weed out the incompetents, and thus far we have dismissed forty-eight. All the drunks have been turned off. I gave orders to the foreman that if a man showed up for work intoxicated he should be dismissed. There was one man in the office who had been discharged eight times, but each time he had got back by a pull. That was just one instance.

"Through the Denham cost-finding system, which is in use by the principal job printers of the bay district, we know with scientific accuracy the cost of every piece of

work, and if it is costing more in any department than it should, that can be remedied. There is no longer any guesswork about it. Formerly, it was all guesswork."

The value of the State printing plant is placed at $300,000, and there are from 125 to 200 employees. The introduction of a cost system will undoubtedly go a long way toward stemming the tide of inefficiency, extravagance and looseness of management which is said to have characterized former administrations of the institution.

New Office for Walter Scott & Co. at New York.

After May 1, the New York office of Walter Scott & Co., the press manufacturers, will be in the Metropolitan Life building, Twenty-third street and Madison avenue. The location is an ideal one, and is very easily found, as the building is well known throughout the country. Printers, publishers and lithographers visiting New York are cordially invited to call and make it their headquarters while there. Members of the trade in New York are also invited to call at any time.

Holyoke Company Appoints New Representatives.

James A. Lemmon and Lawrence B. Robbins were recently appointed the middle western representatives of the American Writing Paper Company, of Holyoke, Massachusetts. The company's interests heretofore were in charge of A. N. Forsythe, with offices at 708 Western Union building, Chicago. Mr. Forsythe had served the company in this capacity since 1900, recently resigning to take up other work. Mr. Lemmon and Mr. Robbins will conduct the business from the office occupied by Mr. Forsythe.

"Printers' Trust" Indicted.

Indictments were returned on February 23 against the Printers' Credit Association, of Des Moines, Iowa, and D. E. Moon, H. W. Dickey and Walter Russell, by the Polk County grand jury. The two first-named gentlemen are, respectively, president and secretary of the association, and Mr. Russell is a former secretary of the organization. The indictments charge illegal combination in restraint of trade. It is said that if the case against the association is won by the prosecution, indictments against individual firms will follow.

Chicago Union Official Acquitted.

Last September W. J. Boener and Samuel Olsen were arrested charged with being implicated in the murder of Rush V. Denon, who, in January, 1911, was "slugged" so severely that he died. Mr. Olsen was subsequently released, but Mr. Boener, who was formerly organizer of Chicago Typographical Union, was held for trial. It occupied the attention of the court twenty-four days and resulted in the acquittal of the accused. A handsome reward was offered for the conviction of the murderer and a private detective agency became interested in the case. A degenerate former prize-fighter testified he had received money from Boener as pay for "slugging" nonunionists, and had paid other thugs portions of this for committing the assaults. The chief thug and his pals were granted immunity, but their testimony was not corroborated.

The prosecution failed to show that union funds were used for the slugging purposes, though this was the implication underlying the suit. The defense alleged that a jealous woman proofreader was at the bottom of the assault on Denon. It also showed that deceased had made application for membership in the union, and had been used by the Organization Committee as a spy in nonunion offices. On the theory that the organization was being hit through a former official, Chicago Typographical Union defrayed the expenses of the defense, which are said to have amounted to nearly $20,000. Mr. Boener's acquittal was confidently expected even by those members of the union who were most severe in their criticism of his administration of his office.

Printers Carry Full-page Ad. in Daily Paper.

R. H. Connor & Co., 199-201 Pearl street, Buffalo, New York, a printing concern which makes small jobwork a specialty, carried a full-page advertisement in the *Courier*, of that city, recently. "New Standard of Printing Service" was the key-line of the advertisement. The term "New Standard" might also be applied in noting that a full page in a daily newspaper was used to advertise the business of a printing concern making a specialty of small jobwork. The advertisement was well written, and should have attracted the favorable attention of buyers of printing. Under the subheading "Quality," a paragraph reads:

> We have invested in fresh, new type with a complete assortment in style and sizes; we have the best job presses; we have all kinds of other machines — all so that every customer, no matter how exacting his requirements, may be thoroughly satisfied as to the neatness, display and clearness of the job. In addition, we have the "know-how" knowledge of our managers and foremen plus intelligent and trained typesetters and pressmen. If there's anything in equipment we lack, we'll get it if it will help us to better satisfy you.

Touching on the question of prices, under the subheading "Fair Cost," the firm makes a strong plea, as follows:

> We believe in fair prices — in knowing what a job will cost and adding to it our legitimate profit. But we can figure low; our rent charge is cut one-half because we use one plant night and day; our investment is one-half because two shifts use the same equipment; our overhead is less because we all work, and it's our money, not some one's else, we have invested. Don't think we are price-cutters — we are service printers, believing simply in prices alike fair to ourselves and to you.

The advertisement was illustrated with half-tones of three interior views of the plant and of R. H. Connor and three other members of the firm.

$5,000,000 Publishing and Engraving Merger.

According to the New York *World*, of March 11, William J. Morrison, an English promoter, who is said to be the agent of Baron Von Oelgar, has completed the formation of a syndicate which is to take over twenty of the largest publishing, engraving and electrotyping concerns in the United States. Samuel H. Wandell is named as the syndicate's American legal representative. This gentleman is quoted as saying that "It would be inadvisable at this time to give out the names of the firms who are to comprise the American end of the syndicate." He declared, however, that Mr. Morrison had sailed for England with signed contracts in his pocket, and that $5,000,000 was involved in the merger. "The syndicate, to be known as the International Press," says the *World*, "has been formed to restrict undue competition, place prices upon a staple footing, and economize by reducing the cost of production."

The plan of consolidation makes the owners of the selling firms the branch managers of the International Press, with substantial salaries. In return they agree not to engage in the publishing business east of the Mississippi river, except in the State of Florida, while they are in the employ of the syndicate, or for ten years thereafter. They also agree not to sell the syndicate stock for at least two years. The object of consolidation is set forth by Mr. Wandell as follows:

"It is the belief of the English promoters and American business men that the formation of the syndicate will be of vast benefit to publishers and the public generally. Up-to-date business methods will be employed, and the cost of

production will be greatly decreased. It will be possible to buy stock in much greater quantities, and therefore at reduced cost, and orders can be placed much more advantageously than under the present method.

"At the present time there is no such thing as stability as regards prices, and competition is most severe. A publishing house will take an order at an actual loss to prevent it going to a rival, and will then attempt to make up the deficit by charging some unsuspecting customer an exorbitant price for some inexpensive job. The trade had been greatly unsettled because of these facts, and the publishers welcomed an opportunity to combine."

It is stated that as soon as expert accountants have examined the books of the selling concerns, in order to determine the amount each is to be paid, a public announcement will be made.

Book of the Goss Comet Flat-bed Web Perfecting Press.

An unusual novelty is being distributed by the Goss Printing Press Company, in the form of a miniature book containing twenty-eight pictures of the Goss Comet Flat-bed Web Perfecting Press in action. By flipping the leaves rapidly, the illusion is given of the press in motion — simulating a moving-picture exhibition. The scheme was undertaken as a matter of pastime by Paul F. Cox, the patentee of the Comet Press, the effect being produced by taking snap-shots of the Comet while the press stood at different positions. The company will soon mail one of these books to each daily newspaper in the United States and Canada.

Uncle Sam and His Printers.

With an election pending, the solons at Washington are talking a lot about economy, and of course the Government Printing Office is to be "reformed" again, according to press dispatches. As a matter of fact, it is not the management of the office that will be affected, but rather the amount of work it is required to do. Senator Smoot, of Utah, is leader of the committee on printing, and says Congress is determined to cut down the printing and mailing of useless government publications. There are ten million documents stored away in the government printery, which the Senator estimates shows a loss of $5,000,000. The total loss from overprinting or defective distribution he estimates at $25,000,000.

The controversy about using power or hand presses in the Bureau of Printing and Engraving has been quieted by a compromise, and the committee contemplates increasing the wages of pressmen 5 cents an hour, the present scale being 50 cents.

A Notable Epitome of Progress in the South.

Baltimore is rapidly putting itself on the printing-world map, and several houses in the Maryland city are now sending out commercial work of the finest quality. The thirtieth anniversary number of the *Manufacturers' Record* proves Baltimore's right to a place among the elect of printerdom from the standpoint of size, quality and financial result, as we note an extra six per cent dividend has been declared as a consequence. There are 260 14¾ by 10½ pages, including a handsome cover-page by Goudy, half-tones, advertisements and tabular work, all done in first-class style. The publication is itself an exposition of the subtitle of this number — "Thirty Years of Southern Uplifting." When the *Manufacturers' Record* first appeared it was a section of a four-page weekly. It now averages 132 pages, with an advertising patronage of about 100 pages. Always under the editorial and managerial supervision of Richard H. Edmonds, the *Record* has been a firm believer in and steadfast advocate of the South. This birthday edition demonstrates in a truly wonderful way how well-formed was the faith of the *Record*. Few there are who would not be amazed at the development of the South as graphically portrayed in this publication, which contains statistical and other matter sufficiently important to make it valuable as a work of reference. The volume was printed by the well-known Fleet-McGinley Company, and reflects credit on its ability to handle a big job in a satisfactory manner.

Another Richmond in the Field.

Using three colors and old English spelling to do it, the M. A. Arnold Printing Company, of Kansas City, Mo., announces that it has purchased the plant of B. F. Cobb, of that city, and will continue the business. The firm's initial announcement is designed to make the new firm's name linger in the minds of the reader.

New Secretary for Chicago Franklin Club.

The executive committee of the Chicago Ben Franklin Club, under the leadership of President John J. Miller, has determined to devote the major portion of its energies to the installation of cost systems. The resignation of George E. Wray has been accepted, and in selecting his successor that idea was kept in mind. Grant Chandler, the new secretary, has been engaged in that business, installing many systems in and around Chicago. He intends to devote his time mainly to assisting Chicago printers to increase their business efficiency, and, as an aid, a small bulletin will be issued.

At the monthly dinner of the Club, on March 21, resolutions in appreciation of former Secretary Wray's splendid services to the organization and to printers generally, were introduced by William C. Hollister and adopted by a rising vote.

W. H. French, of Barnhart Brothers & Spindler, and Karl D. King, a casualty-insurance expert, were the chief speakers at the meeting.

OLD ENGLISH COLOR-PRINT EXHIBIT.

Chicago collectors and lovers of color-prints had the pleasure of reviewing a rare collection of Old English color-prints, exhibited at the Blackstone Hotel during the week of March 18-23. This collection is from the house of Ackermann & Son, 191-203 Regent street, London, and embraces a choice collection of the beautiful Ackermann hand-colored reproductions of famous sporting and coaching prints and other work of well-known artists of the latter part of the eighteenth century. A number of fine mezzotints in color, by Sydney E. Wilson, drew the attention and praise of every visitor. These are made from engraved plates, through the application of color, by those skilled in the work, and a very limited number are produced. The beauty of these plates by comparison makes all modern reproductive processes appear crude and unfinished. It is to be regretted that mezzotints are now so rarely used for book illustrations.

The house of Ackermann was established in 1783, and is recognized by connoisseurs and collectors as standing for the highest quality in color-prints. This exhibit is the first shown in Chicago of a representative collection of the genuine color-prints of the eighteenth century, so prized for their beauty and rarity.

The exhibit was under the personal charge of Bert R. Smith, special representative of Ackermann & Son, and Frank M. Morris, of the Morris Book Shop, Chicago.

Obituary

Albert J. Barr.

Albert J. Barr, formerly publisher of the Pittsburg *Post*, also of the *Sun*, and a former director of the Associated Press, died suddenly at the Duquesne Club, Pittsburg, on February 24.

Charles L. Deardorff.

Charles L. Deardorff, superintendent of the Record Company, St. Augustine, Florida, died on March 12 at his home in that city. The deceased was highly esteemed in his community and especially among those with whom he was associated in the Record Company.

Peter S. Mc Lean.

Peter S. McLean, connected with the Picton (Ont.) *Times* for twenty-seven years, and sole proprietor of the paper since the death of his father — John W. McLean — in 1900, died at his home in Picton on February 14, of pneumonia. Mr. McLean was an honored citizen of his community and one of Ontario's successful newspaper men.

James Pritchitt.

James Pritchitt, vice-president of the American Label Company, New York city, and one of the best-known lithographers in this country, died at his home in Cypress Hills on March 11. Mr. Pritchitt is said to have been the first man to run a steam lithographing press in Brooklyn, and was known as an authority in lithography. He was sixty-eight years old and was a member of many fraternal societies and other organizations.

Charles P. Parsons.

Charles P. Parsons, for fifteen years Western representative (with headquarters at Chicago) of the T. W. & C. B. Sheridan Company, manufacturers of bookbinding machinery, died at his home in Wilmette, Illinois, on February 27, age forty-two years. Mr. Parsons is survived by his wife and one child, a daughter of nine years.

W. J. Wright, Jr., who has been assistant to Mr. Parsons for the past twelve years, has succeeded to the management of the Chicago office.

Elihu Howard Geer.

Elihu Howard Geer, one of the best-known and oldest printers of Hartford, Connecticut, died suddenly on February 21 at his home in that city. Mr. Geer was born in East Hartford on June 30, 1840, and was the son of the late General Elihu Geer, who founded Geer's Directory of Hartford about seventy-four years ago. He learned the printing trade with his father, General Geer, in the building still occupied by the Hartford Printing Company (of which the deceased was secretary), and had worked in this one building for fifty-three years. From the time of his apprenticeship until his death he was connected with the business established by his father with the exception of a few months during the sixties, when he worked for Rand, McNally & Co., the Chicago printers and publishers. Mr. Geer was a veteran of the Civil War and was a member of several army veteran organizations. He was also prominent in Hartford's business circles. He is survived by his wife and nine brothers and sisters, two of his brothers — Everett Shelden and Erastus E.— having been associated with him as executive officers of the Hartford Printing Company.

HIGHER POSTAL RATES UNNECESSARY.

"When the rate for second-class mail matter was reduced from about three to one cent a pound in 1886," says Wilmer Atkinson, of the *Farm Journal*, in an interview in the *Philadelphia Bulletin*, "the Postal Department had been receiving 77 cents annually per capita of the population.

"At that time, the second-class mail matter totaled 109,000,000 pounds. It is now 893,000,000 pounds, and the per capita revenue has been increased to $2.53. This increase in the per capita revenue is a formidable argument against higher rates. It knocks the stuffin' out of the proposition for an advance in the rates. It has been called to the attention of those who have proposed the higher rates, but has never been answered."

Mr. Atkinson says that George Washington once recommended that the public press be carried through the mails free. He predicts many protests all over the country against the proposition to increase the rates now.

"Lower the rates rather than raise them," contends Mr. Atkinson, "and the second-class mail will increase. There is not the slightest evidence that an injection of second-class matter into the postal circulation has a tendency to increase deficits. Rather it decreases them. The fact that an increase of second-class matter does not cause an increase of deficits was discovered and commented upon by the expert accountants who made the investigation for the Penrose-Overstreet Postal Commission.

"It has been repeatedly declared officially that second-class matter originates large quantities of other classes of mail.

"This entire thing is all wrong; it is going backward; it is stepping on the coattails of progress. Who is to blame? Why, the postoffice officials. They haven't taken a broad view. They are sincere, but mistaken.

"Deficits have been announced from time to time by the Postoffice Department. Well, what has made those deficits? They have kept increasing salaries, and, of course, have increased the service as they got the revenue. Also, three or four years ago the Postoffice Department, it was officially announced, carried about $20,000,000 free for other departments. If that $20,000,000 had been paid in postage I do not think there would ever have been any deficit noticed. There never was any real deficit, it was merely a matter of bookkeeping.

"Here is another side of the question. This proposed doubling in rates will in reality be a doubling in tax, and the people will have to pay it."

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

BURGER ENGRAVING COMPANY.

Announcement is made of the consolidation of the Eiser Engraving Company and the Rose-Gates Engraving Company, of Kansas City, Missouri, under the title of Burger Engraving Company, Eighth and Wyandotte streets, Kansas City, Missouri. The combination includes the entire equipment and organization of the merging companies, including the sole rights to the "acid blast process" of engraving now admittedly the acme of efficiency for half-tone, zinc and color-plate etching. The Burger Engraving Company have, by the consolidation, secured a large staff of highly skilled artists, and in all departments are equipped for the execution of high-grade work and to render exceptional service.

A. T. PATTERSON, WESTERN MANAGER OF THE AUTOPRESS COMPANY.

A. T. Patterson, for over eleven years connected with the Chicago Branch of the American Type Founders Company, with an extensive acquaintance in the printing



A. T. PATTERSON,
Western Manager of the Autopress Company.

trades—and familiarly known as "Pat" in twenty States—has been appointed western manager of the Autopress Company, with headquarters at 431 Dearborn street, Chicago. Mr. Patterson, who is a practical printer of unusual ability, succeeds O. M. Drebert, transferred.

PRINTING CLOTH BAGS ON THE NEW ERA PRESS.

A number of excellent samples of printing on cloth bags have been submitted by Mr. Henry Drouet, sales agent of the New Era Press, Marbridge building, Broadway and Thirty-fourth street, New York. The immense quantity of bags required for salt and other commodities on which trade-marks, lettering, or other matter requires to be printed, is a problem for the manufacturer as well as for the printer. The samples submitted are printed in two colors, strong and of full color and fine distribution, and are an additional proof of the ability of the New Era Press to meet all the demands made upon the printer in the way of unusual and special work.

IDEAL GUMMED PAPER.

For years printers have racked their brains for a reasonable way to print the ordinary or "curling" gummed paper, but without avail. Finally a "noncurling" gummed paper was placed on the market, which has solved the trying problem for the printer. The Ideal Coated Paper Company, Brookfield, Massachusetts, are pioneers in America in "noncurling" papers, and make a specialty of this grade. Besides this they furnish gummed cloth and paper tape for every purpose. The Ideal Coated Paper Company have an extensive factory in Brookfield, Massachusetts, where their various products are manufactured. A sample-book of all their grades of paper in the various colors will be sent to printers on request. They make a white-coated enamel paper that equals the best grade produced abroad. It has exceptional qualities for printing and litho work in colors. It will not crack with high-relief embossing, which makes it an "ideal" stock in reality. They will furnish particulars regarding any grade of stock carried and show the adaptability to needs of the printers.

CATALOGUE BINDING WITH WIRE VERSUS SILK STITCHING.

The growing demand for durability and more attractive finish in higher-grade catalogues and booklets calls for hand silk stitching. This tedious operation in the past has always been a drawback to the printer, mainly because the irregular call for this work did not warrant the retaining of expert hand stitchers, usually not available when wanted. Hence delays in completing the last operation greatly biased the printer in recommending silk stitching to his customers.

This drawback has been overcome by the introduction of the Roberts Silk Stitching Machine, built by the Mecca Machinery Company, Incorporated, 85-87 Adams street, Brooklyn, New York, of which Mr. Roberts, the inventor, is treasurer. The machines are substantially built, giving excellent satisfaction to the concerns who have purchased them and are jealously guarded, we believe, for the purpose of protecting the price of hand stitching. The time is at hand for the production of properly bound catalogues and booklets, which have heretofore been stitched with wire only. In order to keep a catalogue of heavy coated stock

together it is absolutely necessary to have a stitch of some soft material, owing to the quantity of clay in the paper used for this purpose.

Not being entirely satisfied with the high prices paid for silk and the poor substitutes that have been used heretofore, H. L. Roberts & Company have succeeded, at no little expense, in producing an excellent imitation of real silk (all shades), known as Near-Silk, which they carry in stock. The orders they have been receiving from the very best concerns for both machines and Near-Silk demonstrate that their efforts have been appreciated.

WESEL ELECTRIC HEATER PNEUMATIC MATRIX DRYING TABLES.

The F. Wesel Manufacturing Company, of New York and Brooklyn, are very busy filling orders recently received for a number of their Electric Heated Pneumatic Matrix Drying Tables. These tables fill a long-felt want of the larger newspapers, where matrices must be prepared within the shortest possible time.

In view of the approaching baseball season and the presidential election, newspaper proprietors contemplate that the coming season will be an unusually busy one, and the desire to be prepared in advance has induced the business managers to install the Wesel Pneumatic Matrix Drying Tables, so as to be better prepared for the emergencies.

KEYSTONE'S NEW ILLUSTRATED CATALOGUE OF STEEL PRINTING-PLANT EQUIPMENT.

In design and general construction, printing-plant equipment had followed the same general lines for generations until the rapid advances in the printing industry during the past fifteen years made changes absolutely necessary. While these changes vastly improved the former conditions, it was evident that the equipment was still lacking very much in efficiency and that something better would have to be devised.

The Keystone Type Foundry, of Philadelphia, recognizing this want, employed a corps of printing efficiency experts and draftsmen in 1909, and then designed, manufactured and commenced offering to the printing trade the first steel furniture for printers ever constructed. Such was the success of this original, modern, fireproof, sanitary, space and money saving furniture, that larger quarters were soon required. To meet the demand, the Keystone built its factory at Chester, Pennsylvania, which was completed early in 1911. This building is three stories high, 60 feet wide and 200 feet long; is fitted up for the manufacture of steel furniture exclusively, and is as modern as present-day machinery and methods permit. Many of the machines and tools used in the construction of this product were designed and built to special orders, for the purpose of turning out these goods right.

A complete catalogue of 92 pages, handsomely illustrated and showing many of the more generally used pieces, has just been completed. It is the first catalogue ever issued showing modern printing furniture constructed of steel, and no employing printer, who desires the highest efficiency in his plant, should fail to obtain a copy. This catalogue has been mailed to all customers of the Keystone who have a complete specimen-book, and will be forwarded to others interested in this modern equipment, if a request for one is sent to the Keystone Type Foundry, Ninth and Spruce streets, Philadelphia, or any of their houses in New York, Chicago, Detroit, Atlanta and San Francisco.

LOUIS D. STOCKING BECOMES ADVERTISING MANAGER FOR NEENAH PAPER COMPANY.

Louis D. Stocking, who for the last four years has been advertising manager of the Shaw-Walker Company, recently resigned that position to engage in a larger sphere of activity, and is now the advertising manager of the Neenah Paper Company, of Neenah, Wisconsin.



LOUIS D. STOCKING.

In assuming his new position Mr. Stocking brings with him a ripe experience in all matters pertaining to the advertising field; his training with such a representative concern as the Shaw-Walker Company has fitted him admirably for the bigger opportunities, and he is certain to make good in every sense of the word in his new environment.

EAGLE PRINTING INKS FOR MULTICOLOR PRINTING.

The increasing demand for color effects by publication printers has made the use of the multicolor presses necessary. The element of time has also made it necessary that these presses should print colors superimposed, working over each other while still wet, and, at the same time, show a result equal at least to dry printing. The Eagle Printing Ink Company, 24 Cliff street, New York, and 705 South Dearborn street, Chicago, have perfected inks which can be printed over each other wet, and which retain their full color value when used in two, three or four color printing. The success of the product is shown in the results obtained from the four-color presses in many of the largest publication companies, such as the Sears-Roebuck Company, the Butterick Publishing Company, Curtis Publishing Company, F. M. Lupton, Incorporated, and Charles Schweinler Press.

DISTINCTIVE COVER AND BOND PAPERS.

Handsome samples of "Strathmore Quality" Adirondack Cover are being distributed by the Union Card & Paper Company, 45 Beekman street, New York. The sample-book shows the beautiful effects that can be produced by the combined use of good covers and good printing.

The same firm is also distributing samples of a new weight, 22 by 34 — 48-pound in Wild Grass Bond, the handsomest, most unique and distinctive paper made.

H. C. HANSEN TYPE FOUNDRY'S NEW YORK BRANCH.

The New York branch of the H. C. Hansen Type Foundry is now established at 535-537 Pearl street, corner of Elm street, and near Broadway. Mr. Otto E. Zimmer, the manager of the branch for the past eight years, is welcoming visitors to the new quarters in the new C. & M. building. The display of modern machines and material for an



NEW YORK BRANCH, H. C. HANSEN TYPE FOUNDRY.

up-to-date printing-office is doubly interesting from the fact that the latest and best have been installed. Several new inventions never heretofore shown, the creations of Mr. H. C. Hansen, the proprietor of the foundry, are included.

Note the accessibility of the new location: One block from Broadway, one block from subway station, one block from the city hall, one block from new municipal building.

POTTER PRESSES IN THE GOVERNMENT PRINTING OFFICE.

The *Courier-News*, of Plainfield, New Jersey, under date of March 5, 1912, announces that the Potter Printing Press Company, of Plainfield, has just installed in the Government Printing Office at Washington a new rotary printing-press, which the Government printers call a "Speech Press," as it is designed primarily to print speeches of the national legislators.

This press takes a roll of white paper, and from it can produce twenty thousand speeches, of sixteen pages each, every hour, printed, cut, folded and wire-stitched, ready for distribution.

Some of the officials of the Government Printing Office say it is the finest press ever installed there.

The Potter Company will ship this month another press specially designed by them for producing in great quantities blank forms used by the various departments of the Government. It will produce single, duplicate, triplicate or quadruplicate forms, each printed on a different colored paper if desired.

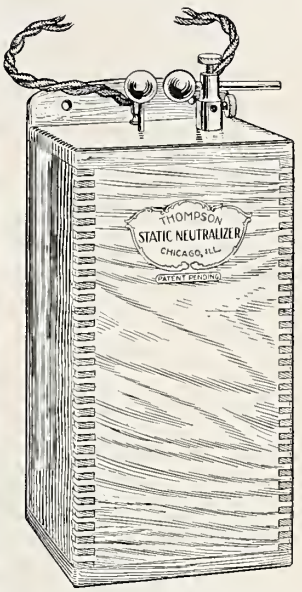
This last press will be the sixteenth press in the Government Printing Office which the Potter Company has supplied, in addition to seventeen special presses in the Bureau of Engraving and Printing. The Potter presses now print all the Government postal cards, all the money orders and the blanks for the registered-letter department, in addition to the agricultural reports and bulletins, which are printed on the "speech" and "document" presses.

The presses in the Bureau of Engraving and Printing print the numbers and seals on all the national banknotes. It is estimated that these presses save the Government annually about $150,000, or about three times their cost.

THE THOMPSON STATIC NEUTRALIZER.

Few of the many devices which have appeared on the market from time to time have met with the instantaneous approval and ready adoption which has been accorded the Thompson Static Neutralizer, an apparatus recently invented for removing static electricity from printing paper.

The first neutralizer of this kind was placed in a Chicago printing-office early in November of last year, and, after two months of experiment and improvement, was pronounced ready for the market.



During the month of January fifty Chicago printing plants installed Thompson neutralizers, and the request for them has taxed the efforts of a large force of installation experts to supply the demand.

A veritable avalanche of orders has overwhelmed the manufacturers, as this apparatus has proven to be the long-sought-for eradicator of that enemy of the pressmen — static electricity. Such large plants as that of the Blakely Printing Company and the Western Newspaper Union have had their entire pressroom equipped with Thompson Static Neutralizers, while others who have heretofore used other devices have discarded them and installed this, the latest and most effective one on the market.

This apparatus has been successfully adopted on web presses, folding machines, auto presses, Harris presses, as well as all makes of flat-bed machines, both front and back delivery, and can be attached and used with both fly and sheet-delivery mechanisms. It positively removes electricity from all kinds of stock and works so successfully that it gives promise of superseding all other devices.

The simplicity of the apparatus is, to some minds, its greatest drawback, as past experience with complicated electrical equipments has prejudiced them. The Thompson Neutralizer, however, is designed in accordance with strict scientific principles, and is as unfailing in its operation as any law of nature. It consists of a collector for the static charges in the paper, so arranged that each sheet, as it leaves the cylinder, passes over and comes into contact with the collector, the metallic fringe of which gathers the small static charge and conveys it to an accumulator, where it is retained and stored. The successive charges eventually raise the potential in the accumulator until it rises above the potential of the earth, when it automatically discharges to the earth. This cycle of operations continues indefinitely while the press is running, and, as the neutralizer consumes

no current, costs nothing to operate. There is nothing to wear out or need repairing, and the ease with which any press running can be connected to any idle neutralizer further economizes expense.

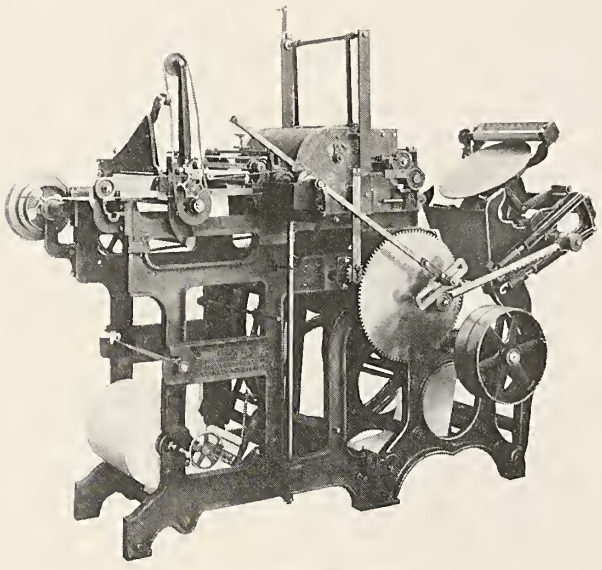
It has been the aim of the designer of this apparatus, who is John S. Thompson, the inventor of the Thompson Typecaster, to produce a device which would be of such low cost and efficiency that every printer could install it on all his presses, and revenue is looked for rather in the volume of business than from individual installations. The price, therefore, has been placed below that of any other apparatus on the market for eliminating electricity — $25 per press.

Judging from the congratulatory letters already received from grateful customers, the Thompson Static Neutralizer seems destined to be as popular among printers as is the Thompson Typecaster, and as soon as Chicago printers will permit, the apparatus will be offered to those outside this city.

The address of the Thompson Static Neutralizer is 1645 Old Colony building, Chicago, the office being in charge of Cesare Barbieri, an electrical engineer and designer of experience in the printing-machine field.

THE TOLEDO WEB JOB PRESS.

A specially made, extra heavy Chandler & Price Gordon press is the foundation unit of the Toledo Web Press. It is a unit press, and prints from the roll in one or two colors, or in bronze. The units comprise a bronzing-box, a rewinder, a shear cutter, a slitting device, perforators and



THE TOLEDO WEB PRESS.

punchers, which latter are made and applied according to the special work required, and an attachment which enables printing two-color work at one operation. In bronzing, the size is put on in the usual way and the web then enters the bronzing-box, which is an absolutely dust-tight case. Here the bronze falls upon the size-printed matter and is thoroughly rubbed in by two vibrating brushes. The work passes on over two large rollers which sweep the major portion of the unused bronze into a saving receptacle. As the work leaves the bronzing-box it is cleaned of the last vestige of the unattached bronze by vibrating brushes similar to the ones used in the beginning. The bronze is so thoroughly rubbed into the sizing that the work is dry and ready for use as soon as it comes off the press. No bronze powder escapes, no loss, no dust, no danger. The entire process is clean, sanitary and economical.

The press cuts or rewinds the paper as desired. The shear used in cutting is perfect in its work, making a smooth, clean and accurate cut of paper, cardboard or cloth. The rewinder will rewind very thin paper three quarters of an inch wide, or heavy paper, bristol board or cloth. The slitters are of the usual rotary type, and the perforator and punchers, as already stated, are made of various patterns to suit any style of work.

The paper trades are now in a position to supply any grade or style of paper in the roll, and, just as the paper manufacturer made the half-tone process a possibility, so will the paper manufacturer meet the growing demand for his product in the web, doing away with unnecessary waste in handling, feeding and expense, by placing in the printer's hands that cooperation which is the spirit of progress to-day. The Toledo Web Press is solidly and substantially built. It is simple in construction and comparatively inexpensive.

For more particulars address the Toledo Web Press Manufacturing Company, Toledo, Ohio.

THE DEXTER SCHOOL.

Efficiency is a watchword with many industrial institutions, although it is only in recent times that especial emphasis has been attached to the importance of methods in business offices and manufacturing establishments. A pioneer in this movement, the Dexter Folder Company, of Boston, Massachusetts, has been conducting what might be termed a school for its selling force, not simply for the purpose of acquainting the salesmen with the progress the company is making to meet modern-day needs, but to elicit suggestions from the salesmen themselves and develop new ideas looking toward more efficient service. The school is in the nature of an annual gathering at the home office. This year the sixteen men who sell Dexter machines in all parts of the country met the first week in January at Boston and carefully reviewed the new models and types of folders and feeders that have been developed for the coming year. One entire day was devoted to a thorough inspection of the factory, meeting the various department heads and having talks with Mr. Dexter.

The gathering was marked with enthusiasm, and the men returned to their posts in high spirits over the prospects for the future of their company and its products.

LINOTYPE COMPANY SELLS MANY TYPECASTERS.

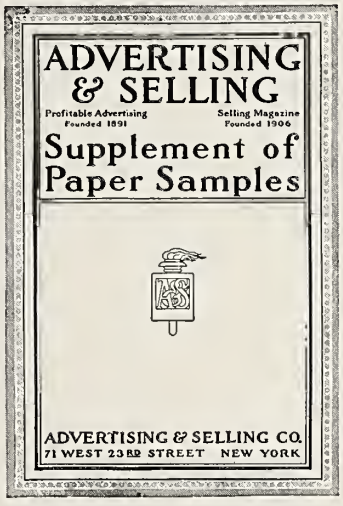
The Thompson Type Machine Company announces the sale of Thompson Typecasters by the Mergenthaler Linotype Company to the New York *Herald*, New York city; the Lord Baltimore Press, Baltimore, Md.; the Kelley Typesetting Company, Topeka, Kan.; the *Telegram*, Toronto, Canada, and the Falcon Printing Company, New York city. The manufacturers have also recently sold typecasters to Cozzens & Beaton, Chicago, this being their second machine; Dean-Hicks Company, Grand Rapids, Mich.; Vilaplana & Arredondo, Havana, Cuba; Walter Brothers Company, Rio de Janiero, South America; Peoria *Herald-Transcript*, Peoria, Ill.; Rogers Addresser Company, Chicago, this being their third Thompson Typecaster.

It is claimed that there are more Thompson Typecasters now in use than any other make of typecasting machine, and preparations are being made to increase the capacity of the factory. With the fine assortment of matrices for

casting display type in its libraries in Chicago and New York, and its ability to cast type from all linotype matrices, the future of the Thompson Typecaster seems assured.

"ADVERTISING AND SELLING" BOOK AND PAPER SAMPLES.

Advertising and Selling magazine, which is devoted to the sales and advertising problems of manufacturers, has materially increased its value to its readers by giving them practical ideas and suggestions of how printed matter, catalogues, booklets, folders, etc., can be most effectively prepared. They have issued a "Supplement of Paper



Samples," a handsome book with a three-color embossed cover, containing samples of cover, book, bond, blotting papers and others, appropriately and attractively printed.

This book contains samples of paper made by some of the leading paper manufacturers in this country, and the inserts have been prepared by such printers as Chasmar-Winchell, Trow Press, Munder-Thomsen Company, Electro Tint Engraving Company, etc. This book is valuable to any printer or advertising man, and should be in every manufacturer's library. Further information on the subject can be obtained from the publishers in New York.

A STANDARD PAPER-TESTER.

The Mullen Paper-tester, made by B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts, is a machine that automatically and accurately registers the strength of paper in pounds to the square inch by a scientific application of hydraulic pressures. This machine is as indispensable to the buyer and user of paper as the telephone and typewriter are to the average business man. To the printer and paper-dealer it is an absolute essential if either is to know definitely the value of the goods he sells and uses. The Mullen Tester is a simple and accurate means of determining any variation in a given stock or the relative value and strength of two or more kinds of stock, and, as the mechanical principle is simple, there is no chance for variations in the tests through friction or lost motion of the parts. The direct pressure is distributed uniformly over the whole area under test, and thus feels out the very weakest point in the stock. The United States Government, when calling for bids on paper supplies for the various departments, always specifies definite requirements for each grade in terms of the Mullen test. This plan is adopted by His Majesty's India Office, the New South Wales Government, and the Chinese Bureau of Engraving and Printing. One of the highest indorsements comes from the Freight Classification Committees, whose rules state that every fiber or corrugated-board packing-case to obtain the lowest freight rate must bear the manufacturer's stamp certifying that the board has a certain definite strength per square inch, Mullen test.

The regular size Mullen Tester is fitted with a gage registering up to 160 pounds per square inch. The dial may be made to register in kilograms per square centimeter, with a maximum reading of ten kilograms per square centimeter. If a machine is desired for testing only lightweight papers, such as news or tissues, a gage of lower register may be used, such as eighty pounds, forty pounds or twenty pounds per square inch, maximum reading. The Jumbo Mullen Tester is a larger size of the regular Mullen Tester, and is used to test boxboards, corrugated packing-case boards, textile goods of all kinds. This size is regularly filled with a gage registering up to three hundred pounds per square inch (or twenty kilograms per square centimeter). For heavier work a higher registering gage will be furnished up to one thousand pounds per square inch. For particulars regarding the use of these machines write B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts.

WILLIAMS-LLOYD CO. SELLING AGENTS FOR RELIANCE PROOF PRESSES.

Announcement is made by Paul Shniedewend & Co. that they have completed arrangements with the Williams-Lloyd Machinery Company for the exclusive selling agency of the Reliance Engravers' Extra Heavy Proof Presses.



The B. H. Studios, 1104 No. 6 Beacon street, Boston, Mass., are sending this young gentleman to announce that they are prepared to throw the white light of public interest in behalf of their clients.

PORTE'S "Practical Cost System for Small Printing Offices" is sold by THE INLAND PRINTER. It is a simple system, without frills, designed for "small" printers and country publishers. The price is $2.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLIX. APRIL, 1912. No. 1.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible newsdealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
E. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

AGENCIES.

THE UNDERSIGNED solicits agencies with sole control for Great Britain of American machinery adapted to printing, stationery and bookbinding trades. References given if desired. P. LAWRENCE PRINTING MACHINERY CO., Ltd., 57 Shoe Lane, London, E. C.

BOOKS.

SIMPLEX TYPE COMPUTER by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING.—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

BOOK IMPOSITION.—Do you readily meet all its problems? If not, study "Theory and Practice of Book Imposition," by Charles J. Schott, 61[illegible] Peoples Bank, Seattle, Wash. Circular on application.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

HERE IS A BUSINESS opportunity for two or three young men in the printing line. I have a printing plant with a capacity for $300,000 worth of business a year, in perhaps the best city for printing in the United States. The Automobile printing alone is said to be two million dollars a year. First-class work is demanded, price is not considered. I have a new Hoe web that beats them all for cheap work, and plenty of work in prospect to keep it busy. There is a profit of $30,000 a year if properly handled. It will require young, hustling men who can do good work. I will sell at a reasonable price and on very easy terms to right party, and will give good reasons for wanting to sell. D 738.

FOR SALE.—Printing plant in Chicago; building newly erected for the business, 1,800 square feet floor space, fine light, good location; equipment for jobwork, for composition, and for printing of books, magazines, and pamphlets; Linotype, No. 5, Miehle 28 by 42 cylinder press, three Gordon presses, proof press, folding-machine, cutting-machine, electric motors and all appurtenances; to sell as going concern, together with good will, which constitutes several monthly magazines and jobwork. D 767.

FOR SALE.—An up-to-date stock of office supplies and stationery and a plant equipped for the manufacture of blank-books, etc., including a ruling-machine, in the best county seat town in the State of Missouri. Plenty of county and city work. This plant cleared 100 per cent in the year 1911. Plenty of room to grow, and no opposition in the town. This is a splendid opportunity for one or two men with push and energy. D 752.

FOR SALE.—A finely equipped printing and binding plant will be sold to close an estate. Owner amassed a fortune in this business. 5 high-class cylinders, Brown and Dexter folders; Seybold 20th Century cutter, etc. Proposition will bear close investigation. Plant is operated under Typothetæ Cost System. D 730.

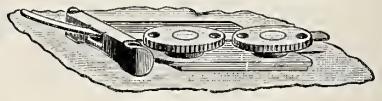
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

WE WANT THE NAMES of printers who would be interested in a profitable mail-order printing proposition. Good profits, no extra work but your mail to answer. Write for particulars at once. PENINSULAR PRESS, 108 Monroe st., Grand Rapids, Mich.

FOR SALE —A complete, practically new printing plant; Linotype, Miehle press, etc.; now in operation; for rent or for sale on long, easy terms. Address M. OWEN, 825 Perdido st., New Orleans, La.

FOR SALE — Half interest in linotype plant of 3 machines; fine equipment and a money-maker; located in best city in United States of its size; best of reasons for selling. D 706.

WANTED — Local representatives for the "Graphic Arts Year Book"; a splendid opportunity to make extra money. Address THE REPUBLICAN PUB. CO., Hamilton, Ohio.

$10,000 will buy retiring partner's interest in the best-paying railroad and catalogue printing house in large city in Central West. Will sell only to practical man. D 746.

A SNAP — Two-press job-printing plant in Iowa railroad town, 6,000 population. Good business. Bargain if taken at once. D 729.

FOR SALE — Profitable and complete job-printing plant doing $18,000 gross business. Good bargain. B 744.

Publishing.

A SMALL monthly publication in machinery field can be bought for $500. HARRIS-DIBBLE COMPANY, Masonic bldg., New York city.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

ANYBODY can make 65 and 80 line screen multiplate cuts cheap, simple, practical. Screen, metallic plates and process as low as $2. Specimens free. M. T. McKINLEY, Winona, Minn.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a secondhand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher building, Chicago, Ill.

STEREOTYPING OUTFIT FOR SALE — Four drying-blankets, one steam-table, one casting-box, one elevating-table, two type-high chases, one beating-brush, one steam generator, and iron flooring; all as good as new, has been in use two weeks. Apply to YOUNG CHURCHMAN CO., 312 Montgomery bldg., Milwaukee, Wis.

DAHLY MULTIPLEX POWER PUNCHING MACHINE, 34½ in. wide, top table, graduated scale, positive block lock; largest and most durable punch made; price, $125, heads and dies extra; send for catalogue and list of users. Manufactured by RAYFIELD-DAHLY CO., 720-722 S. Clark st., Chicago.

FOR SALE — Rebuilt Monitor wire-stitchers, Rosback perforators and punching machines, White numbering and paging machines, Tatum punching machines, McAdams pager, Donnell power embosser, Seybold die cutter. RAYFIELD-DAHLY CO., 720-722 S. Clark st., Chicago.

TWO No. 3 and one No. 1 magazines for Mergenthaler Linotype. Guaranteed in A1 condition. Will sell for $75 each or $200 for the three. SCHENECTADY GAZETTE, Schenectady, N. Y.

FOR SALE — Half interest in linotype plant of 3 machines; fine equipment and a money-maker; located in best city in United States of its size; best of reasons for selling. D 706.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. D 638.

REBUILT guaranteed printing and bookbinding machinery, and material; send for list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

HELP WANTED.

Ad.-men.

AN OPENING in Toronto with old, established wholesale and retail house for young man to take charge of advertising department; credentials from good advertising school and a year or more experience desired; big opportunity for right young man willing to start practically a new department and develop it; required to conduct a monthly house organ and start at once on next season's fall campaign; state age, experience, credentials and salary expected. D 765.

Bookbinders.

BINDERY FOREMAN, competent in all branches, good mechanical and executive ability. Good references. Sober, steady, reliable, wants position anywhere. D 459.

WANTED — Bindery foreman and finisher, open shop, nine hours. Steady position for right man. State wages and references. D 731.

Compositors.

WANTED —A young printer with fair knowledge of composition and press-work is offered an opportunity to complete his literary education by working part of his time to pay expenses. Address The Dean, LINCOLN MEMORIAL UNIVERSITY, Cumberland Gap, Tenn.

WANTED — A first-class English-German job compositor and make-up man; one who is capable of originating ideas and executing same in workmanlike manner; steady position for right man. D 762.

Engravers.

WANTED — First-class copper etcher and finisher; steady work and good salary. Address CAPITOL ENGRAVING CO., Springfield, Ill.

WANTED — Color-etcher. Kindly state experience when answering this ad., also state salary expected. D 757.

WANTED — Half-tone photographer. Steady position. D 751.

Foremen.

PRINTING MANAGER WANTED — The controlling interest in a large, dividend-paying corporation, located in the East, enjoying a national reputation for superior product in fine commercial advertising, catalogue and color printing, seeks a man of large and proven ability, practical in all departments, familiar with estimating, advanced cost system, and with artistic instinct or training, a good correspondent, temperate, moral and of high integrity; in fact, only a successful, practical man will be considered for this position; full particulars of past record must accompany application, which will be treated in strict confidence; an interview will be arranged for after careful consideration; an opportunity to secure a large interest in this corporation may be arranged if successful and mutually satisfactory. D 694.

ASSISTANT FOREMAN — Thoroughly competent job compositor, with good all-around knowledge and experience at the trade and accustomed to handling high-grade modern typography; one qualified to act as assistant foreman in handling composing-room detail, direction, etc.; good opportunity for capable man; state age, past experience, salary desired, etc. Address PRINTING ART CO., P. O. Box 216, Cincinnati, Ohio.

WANTED — Foreman for printing-office in Boston. A first-class nonworking foreman for a medium-sized plant doing jobwork, loose-leaf and manifold work. Must have all-around experience and be a hustler; to such, a good proposition is open. State age, salary wanted, and where last employed, otherwise no attention paid to application. D 745.

COMPOSING-ROOM WORKING FOREMAN — One with intelligence and push, for the most progressive job and specialty medium-sized plants, whose opportunities are unlimited, in western city of 500,000 inhabitants; must invest $2,000; 7 per cent interest guaranteed; bears closest investigation. D 356.

SUPERINTENDENT for up-to-date New England printing plant making a specialty of high-grade book and catalogue work. D 728.

Ink Men.

WANTED — Expert ink man, able to match colors, tints, etc., correctly. Apply F. H. LEVEY CO., 541 S. Dearborn st., Chicago.

Instructors.

TRADE-SCHOOL INSTRUCTOR in printing for a New York trade school; fine opportunity for an all-around printer with good education. D 766.

Pressmen.

PRESSMAN APPRENTICE — Wants to be a young chap, with intelligence and push, to gradually work himself to the head of the pressroom of one of the most progressive plants in western city; must invest $1,000; 7 per cent interest guaranteed; a rare opportunity for one with ambition; bears close investigation. D 764.

WANTED —Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Proofreaders.

PROOFREADER — High grade, with thorough experience; must be a practical printer accustomed to high-grade work and of good education; state age, previous experience, etc.; good opening for reliable man of ability. THE McDONALD PRINTING CO., 111-117 Longworth st., Cincinnati, Ohio.

WANTED — Experienced proofreader, accurate and otherwise proficient; practical printer preferred; give full particulars. GRIT PUBLISHING CO., WILLIAMSPORT, Pa.

Rulers.

WANTED — First-class ruler. Address McCLELLAN PAPER COMPANY 245 First ave., No., Minneapolis, Minn.

Solicitors.

WANTED — First-class solicitor and estimator for job printing, ruling and bookbinding establishment; none but the best need apply; give reference, experience and state salary. J. H. VITCHESTAIN, 330 Bailey ave., Pittsburgh, Pa.

Steel-die Printer.

WANTED — Steel-die and copper-plate printer; we have power stamper and one copper-plate press; nice job for steady, reliable man. Address McKEE PRINTING CO., Butte, Mont.

Stonemen.

JOSEPH MACK PRINTING HOUSE, Detroit, Mich., desire the services of two first-class stonemen accustomed to the handling and lining up of best class of catalogue and general color work. Steady positions.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

SITUATIONS WANTED.

All-around Men.

WANTED — Position by young man in newspaper or job office; all-around printer, also reporter; union. C. A. WILHELM, 410 N. Perry st., Peoria, Ill.

Folder Operators.

POSITION WANTED on folder by A1 operator and all-around mechanic, 2 or 3 machines (have handled more) automatic or hand feed; Dexters preferred; Chicago only. D 754.

Foremen.

WANTED — Position as superintendent or manager; thoroughly experienced man, at present employed; good executive, buyer and capable of meeting first-class trade; good estimator and understand latest cost systems; can furnish best of references; willing to take interest if mutually satisfactory to both after reasonable trial. D 759.

PRINTING SUPERINTENDENT, of high grade, seeks change. My experience covers the best in handling help, costs, system, estimating, sales, efficiency. Finest references. WILLIS, Wayne Hotel, Detroit, Mich.

COMPOSING-ROOM foreman in establishment doing high-grade work desires new location; expert on Linotype. D 760.

Newspaper Men.

WANTED — Position as advertising or business manager of daily newspaper; prefer Texas or South; have had some years of experience in Texas; strictly sober, years of experience, best of references; reason for making change on account of climate. Address BUSINESS, Box 522, Rock Island, Ill.

Office Men.

CAPABLE OFFICE MAN, expert estimator on large and small work, seeks permanent position; practical, up on costs, efficiency, right methods; age 30, married; give details, state salary. D 429.

Pressmen.

PRESSMAN, who is thoroughly capable of taking charge, wants a position with a reliable house; good executive, and can produce the highest grade of catalogue and color work economically and quickly. D 505.

PRESSROOM FOREMAN, good executive ability, reliable, temperate, experienced on all grades of printing, desires position with progressive firm. D 758

WANTED — Position in Pacific Northwest by a first-class cylinder pressman, thoroughly competent on half-tone work. D 724.

Proofreaders.

PROOFREADER open for position in medium-sized shop; can operate keyboard. State salary. D 615.

Stonemen.

STONEMAN-COMPOSITOR, thoroughly experienced on all grades of work; capable of taking charge of composing-room; age 25; nonunion. D 485.

WANTED TO LEASE.

WANTED TO LEASE, buy, or lease with privilege of buying, a country weekly or semiweekly. D 741.

WANTED TO PURCHASE.

WANTED — One secondhand magazine for Model 3 Linotype; also secondhand magazine for Model 1. Would trade complete Rogers Tabular System for either. For particulars address WM. MITCHELL PRINTING CO., Greenfield, Ind.

WANTED TO PURCHASE — Smyth casemaker, Crawley rounder and backer and other bookbinding machinery. Address, with full particulars and prices, LOTOS ADVERTISING CO., Room 509, 17 Madison av., New York city.

WANTED — For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price. M. M. ROTHSCHILD, 711 S. Dearborn st., Chicago, Ill.

WE DESIRE to purchase a secondhand stippling machine or roller embossing machine, taking not less than a twenty-four inch sheet. D 748.

WANTED — Williams' web feeder; state condition and price. PHOENIX PRINTING COMPANY, Milwaukee, Wis.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write-to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses.

Coated Paper Manufacturers.

NEW YORK COATED PAPER CO., Passaic, N. J. Our specialty: Embossed, trade-mark and waterproof surface coated and printed papers, in 1, 2 and 3 colors, for bookbinders, blank-book, box, leather goods, suit-case and trunk manufacturers, etc. 3-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago Office, 431 S. Dearborn st.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

WETTER Numbering Machines
In a Class by Itself
Wetter Numbering Machine Company
337 Classon Avenue, Brooklyn, New York, U. S. A.
SOLD AT RIGHT PRICES
ALL TYPE FOUNDERS AND DEALERS

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Envelopes Printers or Stationers Can Make.

SEWELL, ALFRED L., Niles, Mich., U. S. A. (30 years manager of envelope factory), teaches you to make hand-made envelopes if you mail him a dollar bill and 8 2-cent postage stamps or send 2-cent stamp for further particulars. Your convenience and profit. 6-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife-grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-12

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Noncurling Gummed Paper. Stocks in every city. 2-12

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bulldog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

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Chandler & Price Machinery, Golding Presses, Swink Cylinders, Challenge Products, Hamilton Wood Goods, Motors and Printing Material, Rebuilt Machinery.

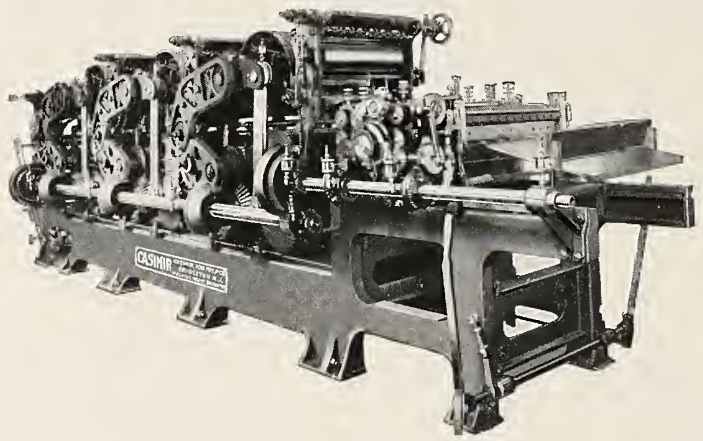
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Simple, economical, durable
Sheets, 6 x 9 inches. $1.00 a Dozen, postpaid
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632 Sherman Street, CHICAGO.

THE CASIMIR PRESS is the perfection of an old idea — the joining in series of bed-and-platen presses through which to pass a web of paper. The Casimir Press, however, contains quantities of patented improvements, and is so highly refined no previous machine is comparable to it.

IT IS A HIGH-SPEED, AUTOMATIC machine, heavy enough for die-cutting and embossing, accurate enough for the finest register, and fast enough to be a big money-making time-saver. It prints five to seven thousand per hour in any number of colors on both sides.

THE CASIMIR PRESS also punches, numbers, slits, perforates, rewinds, slip-sheets, and with belt-carrier and multiple cut-off can handle almost any kind of a job automatically.

Send samples and—



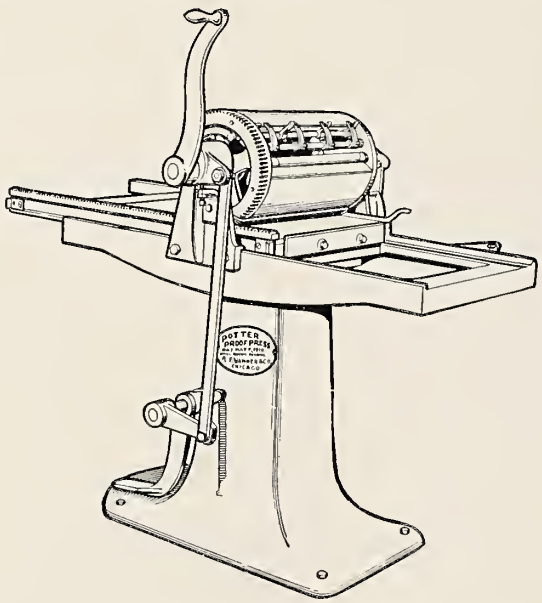
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Size 12 x 21 (inches inside chase)

Manufacturers
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POTTER PROOF PRESSES
are being sold
in all
civilized
countries

No. 2 Potter Proof Press, bed size 16½ x 25 in., illustrated herewith, can be furnished with automatic inking device and also feedboard

A CERTAIN LARGE MANUFACTURING CONCERN (name on request) is using two Potter Proof Presses, No. 2 and No. 3, in the advertising composing-room to provide their ad.-writers with proof in precisely the paper, type, form and color specified, from which to study and revise.

THERE BEING NO DISCOUNT chargeable to Potter Proof Press Proof, the advertising manager knows exactly what he is ordering; the printer knows just what he must furnish; system supplants uncertainty. The Potter Proof Press yields the best cylinder press results.

No. 3 Potter Proof Press, bed size 25 x 32 in., is regularly equipped with inking device and feedboard, and we have lately added an automatic trip.

Cameo Jobs Bring Business

Whenever you send out a Cameo job its very appearance is sure to gain attention — the rich, handsome effects are so noticeably different from ordinary shiny paper results. And YOU get the credit. Business men appreciate the beauty of Cameo work — even though they don't realize just the reasons for its attractiveness. Add Cameo to your everyday equipment and build prestige for your shop.



CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions.

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

BUTLER·BRANDS
·PAPER·
·THE BEST·

IT is easier to sell high-grade stationery when you have attractive and convincing samples to show.

In designing our BROTHER JONATHAN BOND Letter-head Specimen Book, "*AN EXHIBIT*," we placed ourselves in the position of the printer, figuring that the effectiveness of the advertisement depended upon its value to him in soliciting orders for stationery.

We will send you "An Exhibit" gratis. Get it and join in the BROTHER JONATHAN BOND movement — it is a step for progress, greater satisfaction and larger profits.



J. W. Butler Paper Co., Chicago

INKS THAT MAKE DIVIDENDS

The printer must look out for cost of production, and the *greatest value* in ink at the *least price* is the first step toward true economy and profit.

Jaenecke's Printing Inks

have a known value — an established standard for *quality*, and the "ANCHOR" trade-mark means a guarantee of the very highest quality. Have you our Specimen Book? It will interest you. Write for it.

NEW YORK
PHILADELPHIA

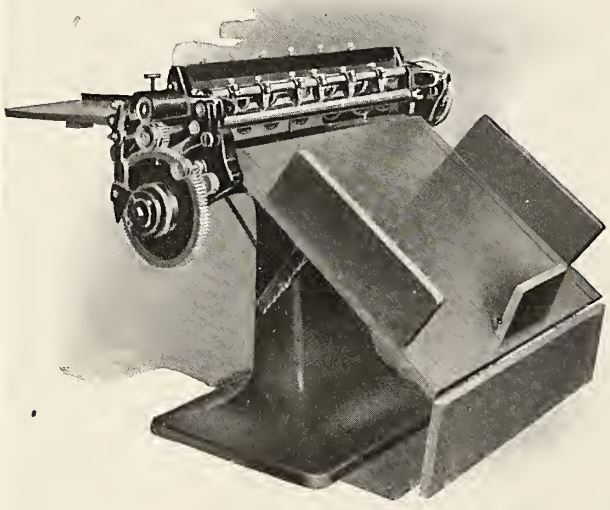
TRADE MARK J P I Co

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Main Office and Works — NEWARK, N. J.

THE JAENECKE PRINTING INK COMPANY

CHICAGO OFFICE: New Number, 531 S. Dearborn Street
Old Number, 351 Dearborn Street



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

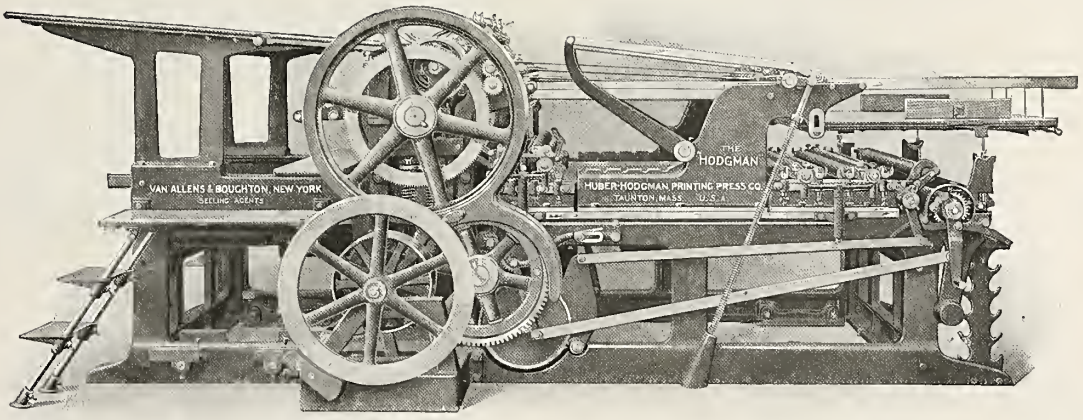
The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

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MILLER & RICHARD . . . WINNIPEG, MANITOBA
MIDDOWS BROS. . . . . SYDNEY, N. S. W.
E. C. FULLER CO., 28 Reade St., ... NEW YORK
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JOHN DICKINSON & CO. . . . Agents for South Africa and India
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THE HUBER-HODGMAN PRINTING PRESS



THE HODGMAN

THE New Hodgman Press must be seen to be appreciated. The top of the bed being only thirty-four inches from the floor, all sizes, you can readily see how much easier to put on the form. This press has five tracks — one under each bearer and one directly under the center where the cumbersome and heavy rack hangers and shoes are placed on other machines. The new movement Hodgman has no shoes or rack hangers, and in their place is a four-inch track, giving a rigid impression. The new driving mechanism, doing away with the shoes and rack hangers, is the most durable and powerful reverse ever used on any press, eliminating vibration and noise and giving great speed. The new cylinder lift gives absolutely rigid impression. We are having unstinted praises from every user. This machine is up to date with many new features that appeal to the users. It will take you but a few minutes to place your own estimate on its merits. See it, and know the value of this modern printing press — the fastest speed and most durable in construction built.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY—TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

Chandler & Price

Lever Paper Cutter

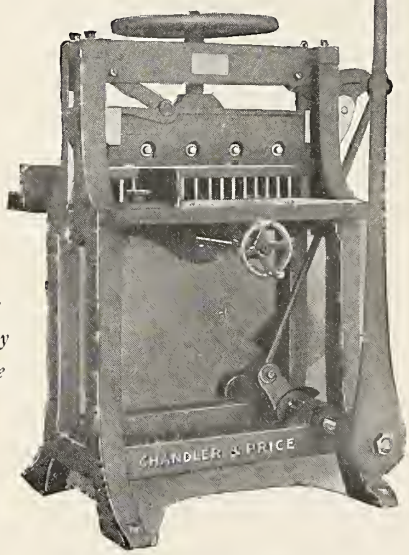
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Always Popular

makes a place for itself in any printing plant, whether it be the only cutting machine of the new establishment or an auxiliary cutter in the largest house.

Perfectly counterbalanced, it is easiest to operate, and is

Examine the Illustration



Extra Heavy Frame

Adjustable Lever

built extra heavy to withstand strains.

Note these Features

All parts are interchangeable, making repairs a small item. Its long life and durability are strong points of merit.

Low Cost of Up-Keep

A deep throat and ample table are appreciated by the operator.

Easy to Operate

Moderate in price and manufactured with the same care as are other Chandler & Price machines, this Lever Paper Cutter should interest you.

Write for full information.

You Should Install One

The Chandler & Price Co.

Cleveland, Ohio

What Cost Systems have really accomplished

is told in an instructive manner in the

April Number of The American Printer

one of the most interesting issues of this printers' magazine that has ever been published. What commission should a salesman receive? Read the answers from a score of shops. What employing printers were doing fifty years ago — the first of a series of interesting historical articles. Another lesson on estimating; do not miss it. How to engrave on wood. A new department, "Finding the Printers' Cost." An American newspaper in the heart of the Chinese revolution. Pressroom problems solved. Typographic pages reset. A page of queer and funny things. Books and commercial specimens reviewed. Letters from readers, and departments on bookbinding, machine composition, ideas, foreign news. Why the New York printers don't get together, and other organization news. Special color plates of timely Easter subjects, and many other illustrations.



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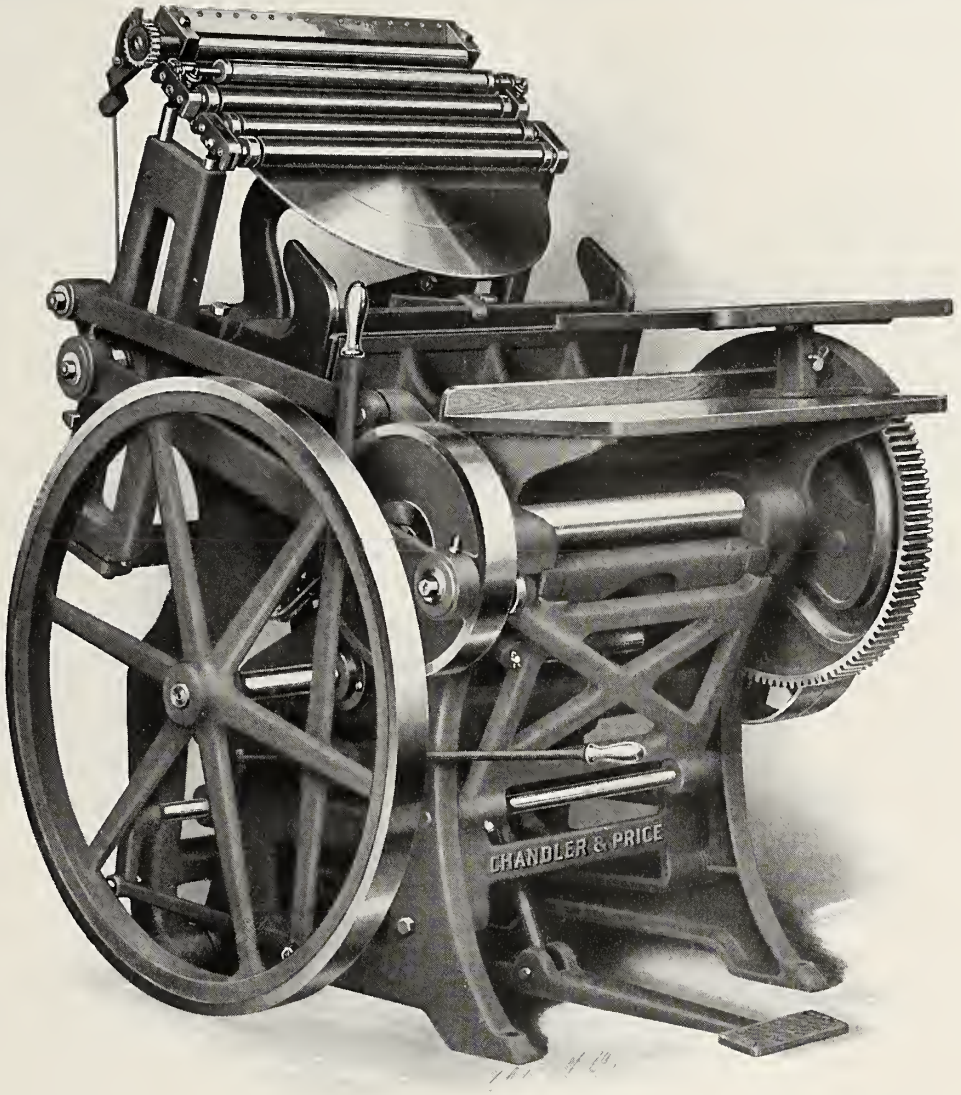
¶ You can reach all three with *one* advertisement and at *one* price by using *only* INLAND STATIONER—**BUSINESS EQUIPMENT JOURNAL.** Let us send you some important facts.

Inland Stationer

Business Equipment Journal

624-632 Sherman Street

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THE CHANDLER & PRICE

NEW SERIES PRESS

Announcement is made of the completion of the Chandler & Price New Series Press. Printers are invited to inquire about this, the latest and best offering of the factory, full particulars of which will be sent upon request

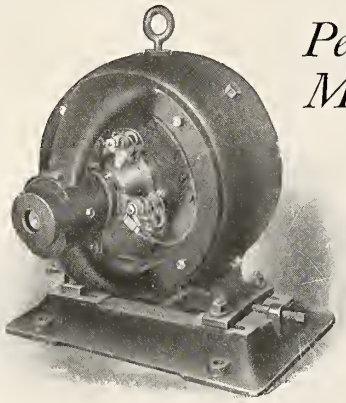
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Built for Your Requirements

When you install a motor built upon lines of scientific knowledge of that which is required, you place your plant in motion under true economy and dependable "every-day service."



Peerless Motors

Before you decide on your Motor Power—suppose you look well to the "Power Cost" item. Our Motor Power "holds down" your cost of production to where it belongs.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street

And All Principal Cities

You'll Be Proud of the Day

these progressive printers induce you to adopt "The Johnson Way" of roller care. The big saving of press-time will give you a lot more of real money and pay the first cost in a few weeks. We guarantee you satisfaction and invite you to write for descriptive folder and copies of the complete text of these letters and others equally interesting.

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"The Johnson Way" and "The Only Way" are, in our opinion, synonymous terms as applied to roller racks.

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I am pleased to endorse "The Johnson Way." I believe it is the only way to wash and care for rollers.—Knapp, Supt.

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We would not for a moment think of going back to the old way of caring for rollers.

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Your Roller Racks are a time-saver in wash-ups, and we consider no pressroom complete without them.

GAGE PRINTING CO., LTD., Battle Creek

Your Automatic Roller Racks and Overlay Tables are cheap at any price. They are saving us money every day.—Fred W. Gage.

KIECKHEFER BOX COMPANY, Milwaukee

It is with pleasure that we endorse "The Johnson Way" of taking care of printers' rollers.

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The Tables are very satisfactory. They are about the handiest thing we have.

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We have just added another Rack; we think they are indispensable to a clean and orderly pressroom.

I. P. P. AND A. U. TECHNICAL TRADE SCHOOL, Rogersville, Tennessee

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Your favors have materially assisted in making possible the excellent work of the school.—F. O. Climer, Director.

UNITED STATES INDIAN SCHOOL, Carlisle

Your method of treating rollers is taught to my class of forty-eight Indian apprentices. I believe in it thoroughly.—E. K. Miller, Instructor of Printing.

THE AULT & WIBORG COMPANY, Cincinnati

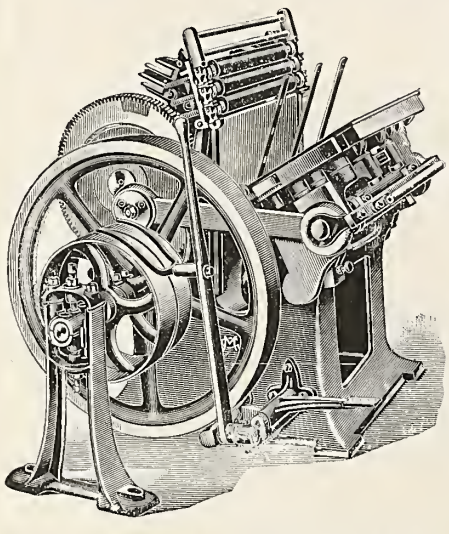
The Johnson Automatic Roller Racks are very satisfactory to us. We can highly recommend them.

JOHNSON AUTOMATIC ROLLER RACK CO., Ltd., Battle Creek, Mich.

Hamilton R. Marsh, Eastern Representative:

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The Most Satisfactory Evidence



that our line of Universal Presses supplies the greatest quality, quantity and variety of service at the *least cost of production* lies in the fact that printers and producers of specialty printing use none other than the

Improved Universal Press

—and best of all, they *continually* add our presses to their plants.

Our presses are especially designed for high-class work, half-tone, four-color cuts, cutting or creasing, and their character of production is absolutely unsurpassed in every respect.

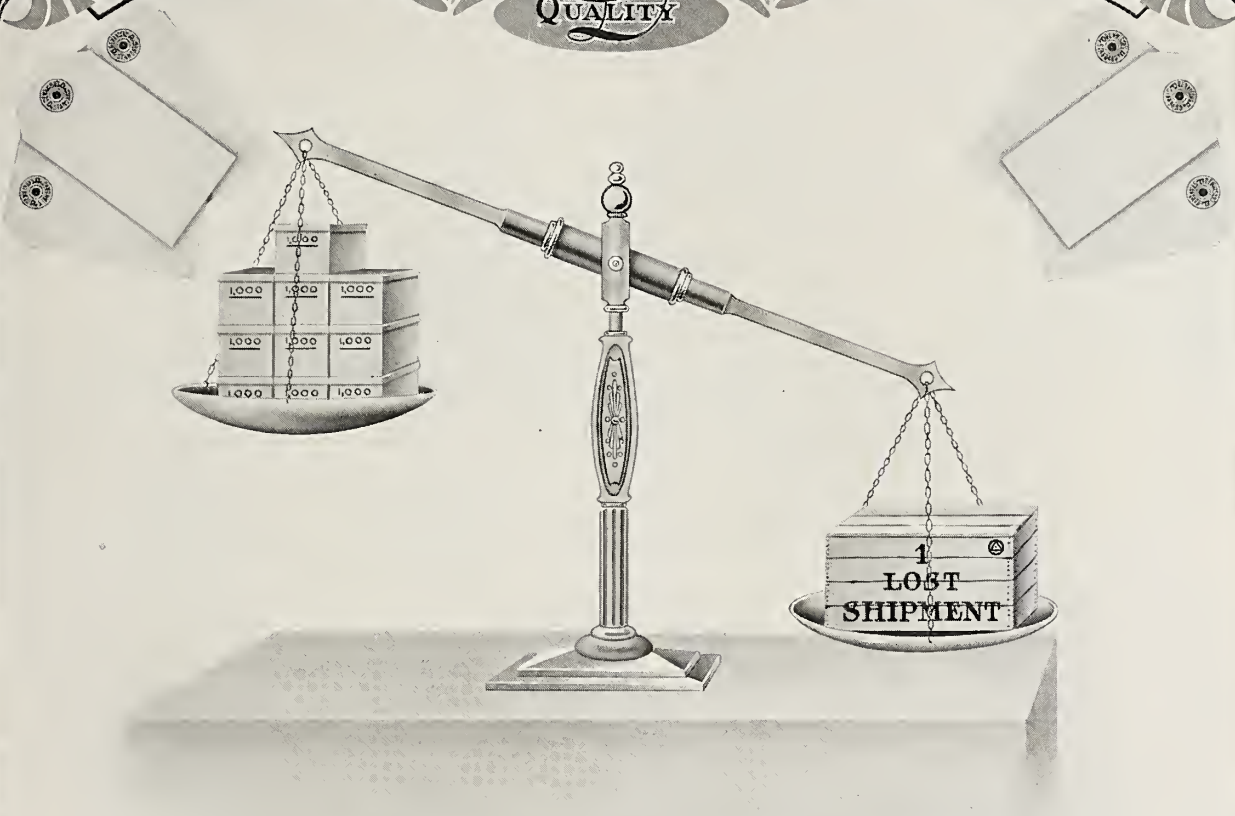
Durability and simplicity have made for these presses a standing and undisturbed reputation among those who are daily using them.

We will gladly send you prices, catalogue, and further particulars if you are now ready to install a press that will serve manifold purposes in a *dependable* and *satisfactory* manner.

The National Machine Co., *Manufacturers,* ***Hartford, Connecticut***

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

Dennison
QUALITY



The Argument for the Printer In Selling His Customer Stronger Tags

ONE lost shipment in the majority of cases is worth two or three times—yes, and sometimes twenty or thirty times the price of ten thousand tags. Cheap tags are the causes of lost shipments. Railroads rule against them.

Dennison's
TRADE MARK

Standard All Rope Tags Stay On

Give your customer a sample of a Standard Tag, and ask him to tear it. Show him the rope fibres. If he has had cheap tags and lost shipments because of them, he will be impressed by the strength of the Standard tag. Sell Dennison Standard Tags and establish a reputation for Quality Goods.

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WORKS AT FRAMINGHAM, MASS.

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You can *increase your profits*, too, by availing yourself of the Best Value Service.

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This wide range of selection affords ample scope for the personal preferences of your customers — for qualities fitting the particular use to which the papers are to be put, and every bond offered means *a maximum of Bond Paper Value at a minimum of expense.*

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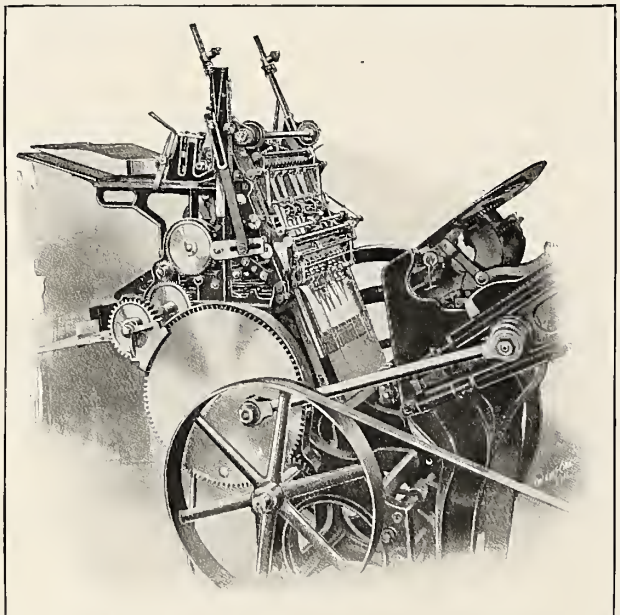
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Art of Printing from Stone
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Here Is Our Offer:

We will ship on trial to any reliable printer a **Kirkman** Automatic Job Feeder. There are no strings to this offer. Can be applied to any 10x15 C. & P. Press.

Write at once for full particulars

AUTOMATIC PRESS FEEDER COMPANY

509 South Dearborn Street, CHICAGO, ILL., U. S. A.

Type Talks as Type

It speaks the subtle language of suggestion;—its forms, its boldness or delicacy, its general arrangement in various combinations of sizes, may be used by the advertising man to call up images—to enforce ideas

—JOSEPH EDWIN CHASNOFF

EXAMINE the type work in the most expensive magazine space and in the business-producing department store advertising in the daily papers of the United States, and you will find that the American Type Families predominate.

Take for example the Cheltenham Family, which is the most widely used type face in the world to-day. It offers the advertiser the fullest possible range of legibility, emphasis and practical adaptation to all the requirements from extended to condensed display.

The Caslon Type Family now includes the original Caslon Old-style, New Caslon, New Caslon Italic, and Heavy Caslon, all closely related and more than doubling the value and usefulness of the widely used parent Caslon designs.

Make type talk for you to your greatest profit by using American Type Families.

American Type Founders Company

BRANCHES IN ALL THE PRINCIPAL CITIES

Set in Cheltenham Wide and Cheltenham Bold

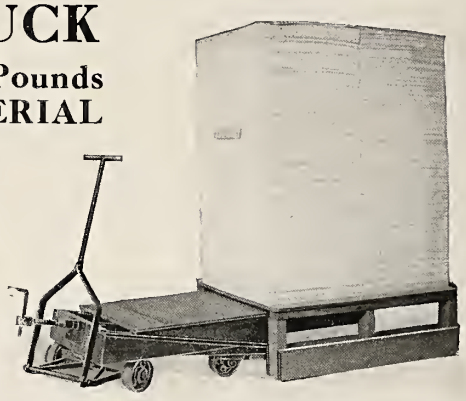
THE MILLER INCLINE TRUCK

Constructed to LIFT and CARRY up to 5,000 Pounds
Saves REHANDLING — EQUIPMENT — MATERIAL

The MILLER TRUCK raises up to 3 inches from the floor — therefore, when skids are attached to the platforms they can not catch when run on to elevator or on uneven floors. The body of the TRUCK can not break, as it is made of 3-inch ash and oak, is firmly screwed together, and all corners are protected by angle iron.

In operating the MILLER TRUCK you merely screw the load forward, and therefore have no dead weight to lift.

One truck will handle 100 platforms. Truck can be operated in narrow aisles, as handle can remain in position as shown in cut while turning crank.



THE MILLER INCLINE TRUCK COMPANY
561 West 57th Street NEW YORK CITY

The
Sabin Robbins Paper Co.
Middletown, Ohio

Specialists
in
Job Lots *and* Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List

A Progressive Printer
Must needs install the
Mech. Chalk Relief Overlay Process
so as to produce overlays at the
MINIMUM COST OF PRODUCTION

For samples and literature, address
WATZELHAN & SPEYER
183 William St., New York



Danish Ledger

Good Record Paper
is business Insurance.
No policy is better
than to use DANISH
LEDGER

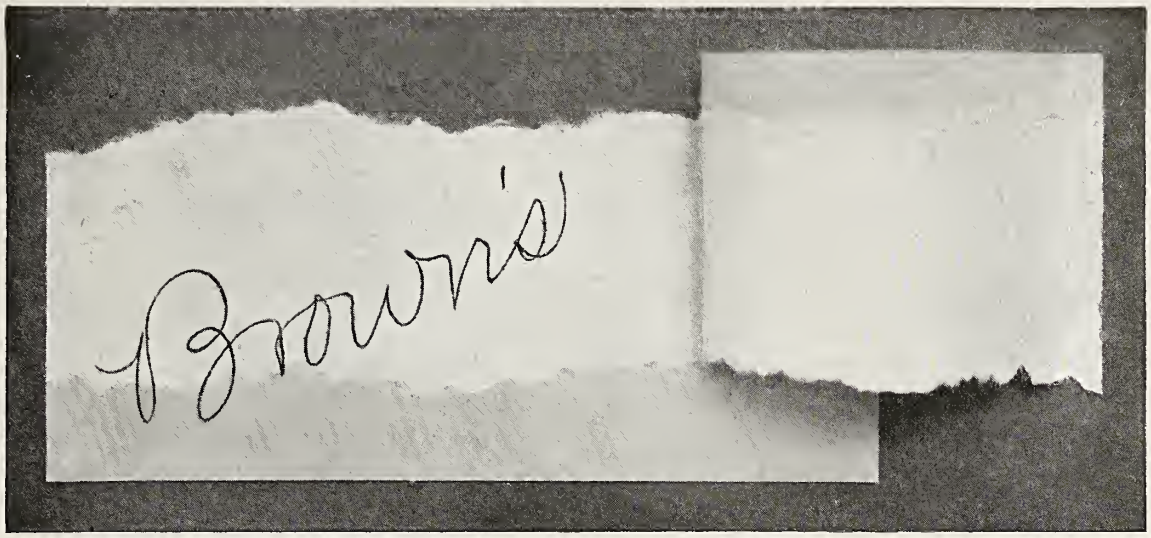
SOLD BY

Albany, N. Y., Hudson Valley Paper Co.
Baltimore, M. D., B. F. Bond Paper Co.
Boston, Mass., Tileston & Livermore Co.
Buffalo, N. Y., R. H. Thompson Co.
Detroit, Mich., Chope-Stevens Paper Co.
Harrisburg, Pa., Donaldson Paper Co.
Indianapolis, Ind., Crescent Paper Co.
New York City, Miller & Wright Paper Co.
Philadelphia, Pa., Wilkinson Brothers & Co.
St. Louis, Mo., Mack-Elliott Paper Co.
Washington, D. C., B. F. Bond Paper Co.

MANUFACTURED BY

B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY,
MASSACHUSETTS



Proving the Strength and Erasing Qualities of Brown's Linen Ledger Paper

HERE is a photographic reproduction of a piece of Brown's Linen Ledger Paper torn with a "split." There is handwriting in ink over the split. This test proves two remarkable qualities of this paper.

The split proves the long, tough fibre of the paper. Ordinary ledger paper tears without the sign of a split.

Long, tough fibre makes Brown's Linen Ledger Paper last for ages. Makes it ideal for hard-worked books. Makes it best for loose-leaf systems — the pages won't tear out.

The handwriting over the split was done with a sharp pen. The pen point did not stick, spatter or clog. The ink did not run, blur or blot.

THE fine writing qualities of Brown's Linen Ledger Paper extend way through the sheet. Erasures can be written over with a fine or coarse pen. This is a great aid to neat and tidy work.

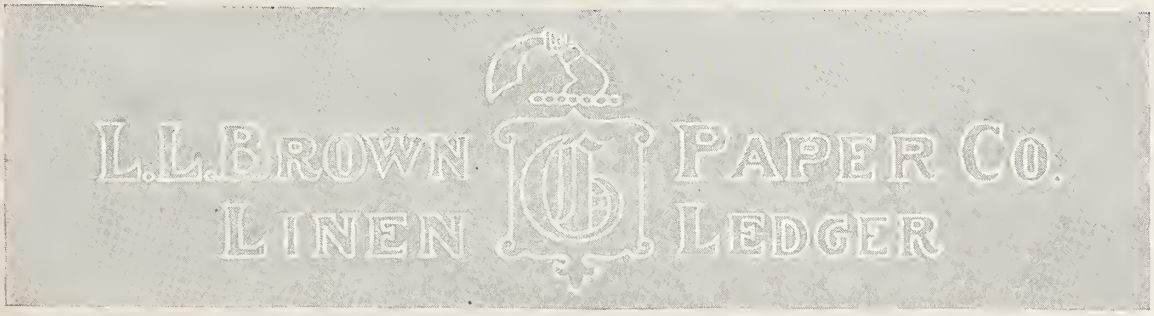
A quality which illustration can not show is the color-fastness of Brown's Linen Ledger Paper. It never grows yellow with age. It gives permanent preservation of records — that is why it is Uncle Sam's Standard.

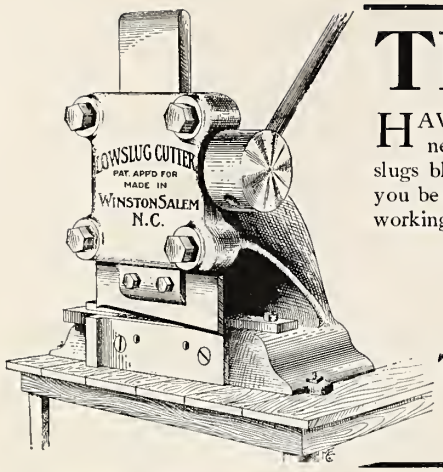
Recommend Brown's Linen Ledger Paper to your customers who want good, lasting Ledger, Record Books or Loose-Leaf systems. It possesses perfect ruling qualities. Write for samples and test this paper yourself.

We also make All Linen and Bond Papers of the better grades.

L. L. BROWN PAPER COMPANY ADAMS, BERKSHIRE COUNTY, MASS.
Established 1850

Facsimile of water-mark which appears in each sheet





THIS IS THE CUTTER

HAVE your make-up man use it, and you will never more be troubled with blank linotype slugs blurring on that open page. Neither will you be paying your pressman to spend his time working on the form with a hammer and chisel.

SLUG BEFORE CUTTING

SLUG BEFORE CUTTING

SLUG AFTER CUTTING

SLUG AFTER CUTTING

Shipping weight, 50 lbs., circulars and sample slugs on request.

PRICE
$25.00

Shipped to responsible firms on ten days' trial.

THE LOWSLUG MACHINE COMPANY

WINSTON-SALEM, N. C.

(Also for sale at American Type Founders Co. branches.)

METALOGRAPHY

HOW TO PRINT FROM METALS

By Chas. Harrap

Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/– or $2.00, post free.

To be obtained from
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

Bishop's Order Book and Record of Cost

¶ The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price $3.00. Fourth edition.

SOLD BY

The Inland Printer Company
Chicago

TWO SIDES TO EVERYTHING

Even Bond Paper

The *right side* (the side to print on) of Bond Paper is the *dark* side.

You know this —

But —

Why not print *your* stationery and envelopes flat in the sheet, on the *right side,* and have us make up the stock into

Guaranteed Sure-stick Envelopes

By so doing you can produce a much higher grade of work, at *less cost to you,* and assure your trade that *Complete Satisfaction* that is so essential in keeping your trade.

Think it over.

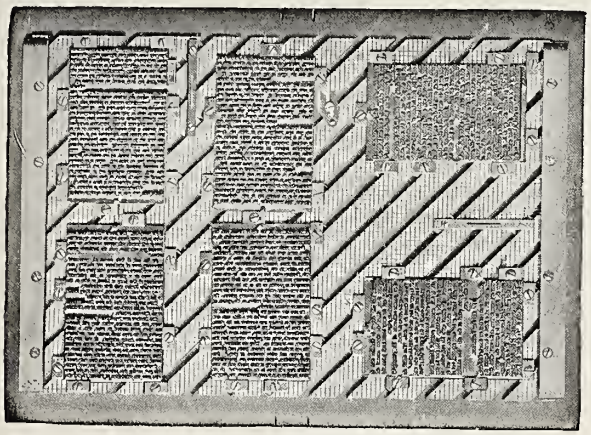
If the matter is not clear to you — call — write — send a messenger boy — telephone or telegraph — and we will "show you."

Western States Envelope Company

311-313 East Water Street
Milwaukee, Wis.

Why Are Seventy-Five Per Cent of All Printing Plates Held on Wesel Blocks?

BECAUSE Wesel, better than others, meets the needs of the larger printing establishments—the leaders—all over the world, and makes every system of Register Hook and Block that can be honestly recommended.



Our trained experts are continually making improvements and new inventions to perfect the art, and with facilities of the finest equipped machine shop, we believe there is no problem in platemaking too difficult for us to solve.

Let us send you "What Every Printer Should Know About Blocks and Register Hooks."

F. Wesel Manufacturing Co.

Main Office and Factories, 70-80 Cranberry St., Brooklyn, N. Y.

New York Salesroom, 10 Spruce Street

Chicago Office, 431 South Dearborn Street

Manufacturers of Printing Materials and everything for Photo-Engraving, Stereotyping and Electrotyping

The CLEVELAND FOLDER

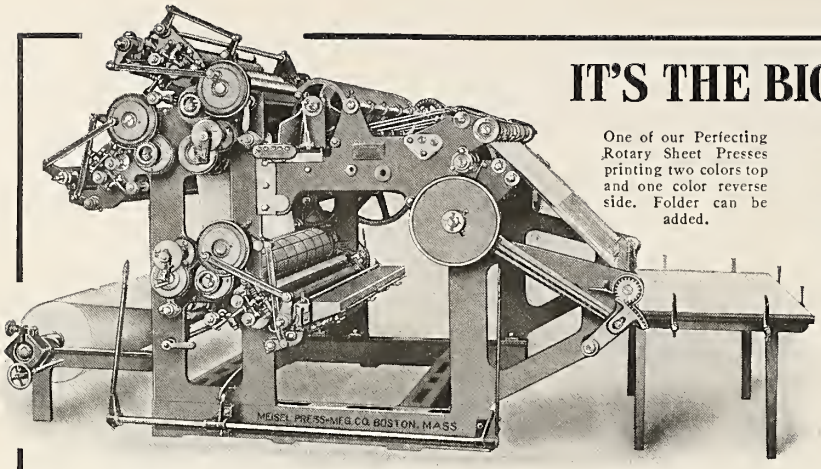
THE EFFICIENT PARALLEL, OBLONG, AND RIGHT-ANGLE FOLDER



— Perfect Register
— Highest Speed.
— Greatest Range of Sizes. Sheets 2 x 3 to 19½ x 38.
— Largest Variety of Folds.
— No Tapes—No Knives used in Folding.
— Endorsed by Repeat Orders.
— Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Company

717 Lakeside Ave., CLEVELAND, OHIO



One of our Perfecting Rotary Sheet Presses printing two colors top and one color reverse side. Folder can be added.

IT'S THE BIG OUTPUT AT LOW COST

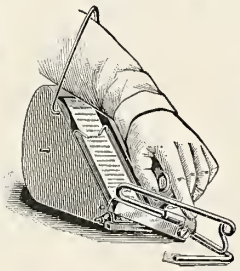
that interests the printer. We build presses to suit any requirements. Competition demands immense production in the finished product — presses that **PRINT ONE OR BOTH SIDES OF WEB IN ONE OR MORE COLORS,** number or perforate one or both ways, punch, interleave and deliver product cut to size in flat or folded sheets or slit and rewound in rolls. We design and build these presses to order.

MEISEL PRESS MFG. COMPANY

Factory: 944 to 948 Dorchester Ave.
BOSTON, MASS.

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

JAMES WHITE PAPER CO.

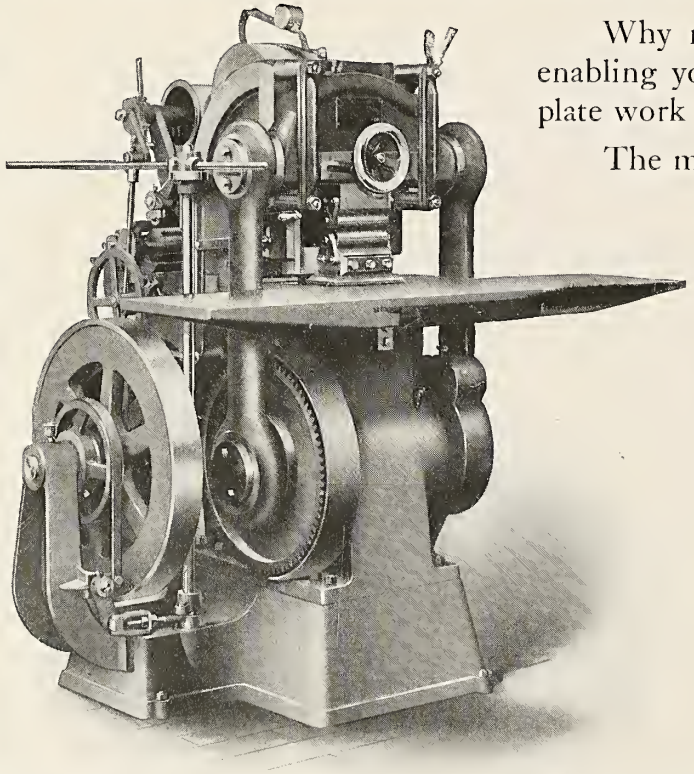


Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET **CHICAGO**

Here Is Profit for the Printer



Why not add this Die Press as a side line, enabling you to produce the highest class of die or plate work?

The mechanical and constructive principles are absolutely correct — the newest — and when you install such a press you get the result of to-day's requirements.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

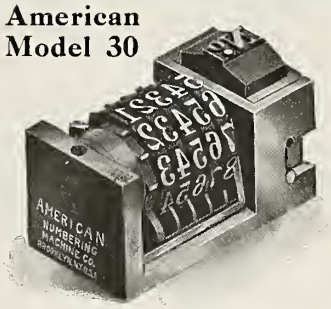
Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses.

The Modern Machine Company
Belleville, Illinois

BEST MACHINE MADE

STEEL THROUGHOUT
FULLY GUARANTEED

American Model 30



№ 12345
Impression of Figures

5 Wheels $5.00
Less Than One Cent a Day

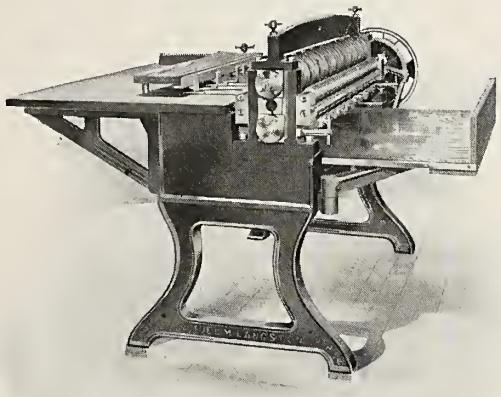
6 Wheels $6.00
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DEALERS EVERYWHERE

American Numbering Machine Company

291 Essex St., Brooklyn, N. Y.
169 W. Washington St., Chicago, Ill.
2 Cooper St., Manchester, England

THE LANGSTON ROTARY BINDERS' BOARD CUTTER



If you have
BINDERS' BOARD
or
FINE CARD STOCK
to cut

Write
Samuel M. Langston
Camden, N. J.

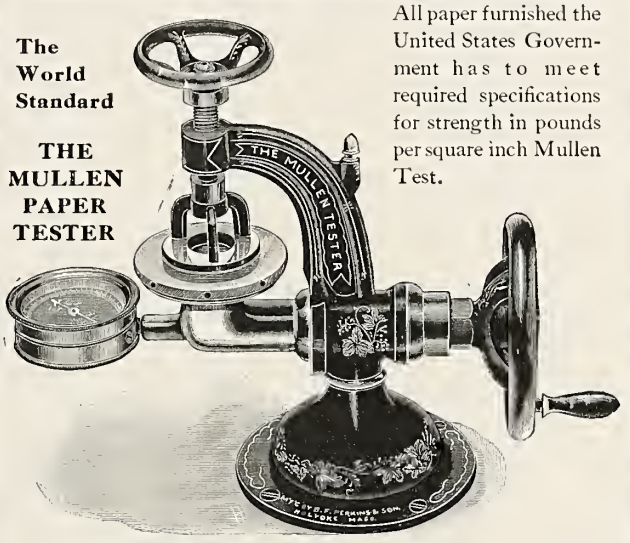
Know the True Quality of the Paper You Buy!

The careful and successful printer needs as a protection accurate knowledge of the paper he bargains for and sells to his customers.

All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.

The World Standard

THE MULLEN PAPER TESTER

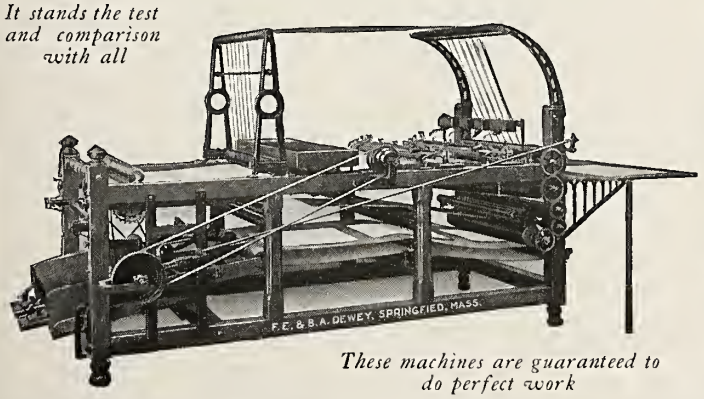


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B. F. PERKINS & SON, Inc.

Sole Manufacturers
HOLYOKE, MASSACHUSETTS
European Agents: Parsons Trading Co., New York and London

It stands the test and comparison with all



These machines are guaranteed to do perfect work

The Dewey Ruler Is Best Known by Its Results —

The Dewey Ruler is the known standard of perfection acknowledged by those who use and have seen the ruler in operation.

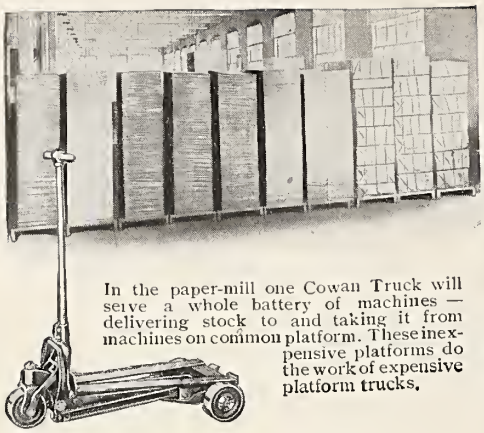
It is an up-to-date ruler, and before you make a new purchase or add additional equipment, suppose you drop us a line and obtain further facts.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.



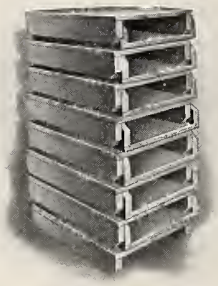
In the paper-mill one Cowan Truck will serve a whole battery of machines — delivering stock to and taking it from machines on common platform. These inexpensive platforms do the work of expensive platform trucks.



Keep each pile of stock on a separate platform. Slip the Cowan Truck under the platform instead of repiling onto a platform truck.



Simply depressing the handle automatically elevates platform and locks it in position. Nothing to adjust.



A pile of nested platforms occupying space of one ordinary platform truck.

American Writing Paper Co., Holyoke
American Book Co., New York
J. W. Butler Paper Co., Chicago
Christian Science Publishing Co., Boston
Crocker-McElwain Co., Holyoke
Crunden Martin W. W. Co., St. Louis
W. J. Gage & Co., Toronto
Parsons Paper Co., Holyoke
Scott Paper Co., Philadelphia
Standard Oil Company
Strathmore Paper Co., Mittineague
Taylor-Burt Paper Co., Holyoke
United States Envelope Co.
Whiting Paper Co., Holyoke
White & Wyckoff Mfg. Co., Holyoke

Look Who's Using the COWAN SYSTEM

Twenty-seven of the largest concerns in the paper trade have already adopted this remarkable new system and enthusiastically endorse it.

All the equipment you need is a Cowan Truck and its inexpensive wooden platforms — costing 50c to 75c to build yourself.

The stock is not handled except in actual manufacturing processes. Not a sheet is soiled or spoiled in handling. At least half the time and labor, and all the waste of present methods is saved. Floor capacity is increased one-third. Keeps your stock up off the floor and reduces insurance rates. Write for descriptive booklet.

The Cowan Truck Company

Main Office and Factory:
No. 14 Water Street, Holyoke, Mass.

New York Office and Salesroom:
Fourth Ave. Bldg., 381 Fourth Ave.

Chicago Office and Salesroom:
1320 Republican Bldg.

Atlanta Office and Salesroom:
20 Auburn Ave.

COLOR AND ITS APPLICATION TO PRINTING

By E. C. ANDREWS

WHAT EXPERT LEADERS THINK OF IT

Every Printer Has Use for It

It is one that every printer has use for and ought to have in his shop — not his bookcase.—*J. Albert Heppes, Editorial Staff of Printing Art.*

Ably Handles a Difficult Problem

It is not only a very interesting but a very able handling of a difficult proposition.—*F. S. Wiley, Rand, McNally & Company, Chicago, Ill.*

Long-Felt Want of Progressives

This book is of the kind that fills a long-felt want of every one who is trying to advance the quality and attractiveness of printing.—*T. W. Cloney, Quaker Oats Company, Chicago.*

Great Inherent Potentiality

If only one of the twelve subjects embodied in your work will be the means of overcoming some of the difficulties in the art of printing, you will have accomplished as much as any man identified with the chemical end of the art.—*Toby Rubovits, Chicago, Ill.*

Comprehensive and Complete

There are few presentations of a subject of the breadth and intricacy of detail characteristic of the printing business that are so comprehensive and complete as this volume.—*John Lee Mahin, President, Mahin Advertising Company.*

Brings Order Out of Chaos

It seems to me admirably calculated to awaken new interest in and appreciation of color, and to present a practical way out of the old chaos of unrelated colors into an ordered series which can be used intelligently.—*Walter Sargent, Professor of Fine and Educational Arts, University of Chicago.*

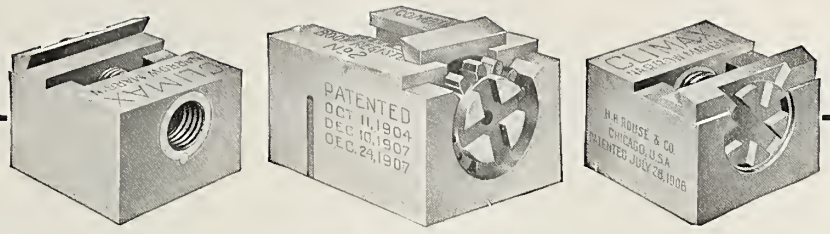
Wants to See More Books Like It

This is the type of production I am anxious to see increasingly published. Printers have so far gotten along without any technical publications, and for the most part without much technical knowledge. Such books as this will prove to be will measurably supply the deficiency.—*J. Horace McFarland, Harrisburg, Pa.*

Handsomely bound, cloth back, stiff boards, half paper sides. 6¼ x 9¼ format. Heavy plate paper. 123 pages, with blank sheets for notes. 47 illustrations. 3 color inserts.

Price $2.00

The Inland Printer Company, *Publishers,* Chicago



A FEW OF THE MANY

As a Safeguard and Real Protection

be sure to get the genuine—our name is on the register hooks.

You do not buy Unit Systems frequently—therefore be careful and certain of your purchase.

The Rouse Unit System

when fully installed means increased efficiency and composing-room economy and an increased output on a standard basis of cost.

Buy the Genuine and Enjoy the Full Realization of What Constitutes a Real Unit System

SOLD BY DEALERS EVERYWHERE—MADE ONLY BY

H. B. ROUSE & COMPANY, CHICAGO

2214-2216 WARD STREET

"THE REGISTER HOOK PEOPLE"

How an Outlay of Three Dollars Will Bring Returns in Money-making Ideas on Printing

MEN who know how to produce printing that will sell goods are in great demand. Printing that carries no higher value than the labor represented in its manufacture pays unsatisfactory profits to both firms and individuals.

THE GRAPHIC ARTS is a magazine that sets forth examples, ideas and suggestions both in the designing and manufacture of printing.

These suggestions have a positive cash value to any one who is concerned with getting more money for his efforts.

THE GRAPHIC ARTS is divided into departments which deal with the different phases of printing. First, there are the exhibits of model work in typography, the use of paper, ink and color. Then the Artists' Series, where the work of some one man prominent for his influence in designing and illustrating as applied to printing is shown. This department alone is worth the price of the magazine. Then there is the Printing Plant Series, which is virtually a travel bureau, for through it you can visit the best equipped and most efficient plants in the country.

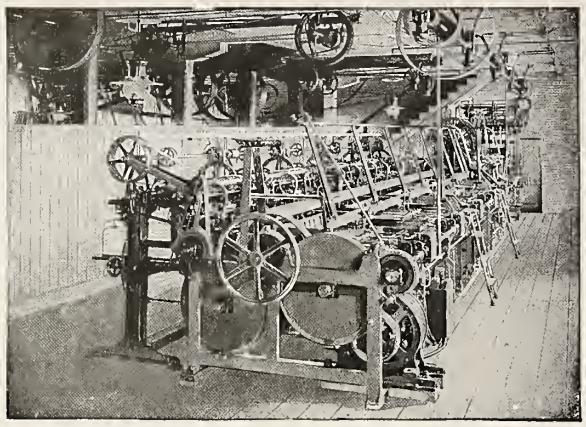
Surely this is a real business opportunity to take advantage of a systematized showing of what others are doing. Progress depends upon knowledge, and knowledge eliminates competition.

Send 30 cents for a sample copy

THE GRAPHIC ARTS

85 BROAD STREET

BOSTON



Westinghouse Motor Driving Folder

Westinghouse Individual Motor Drive will increase the output of your plant without increasing running expenses.

Put one of these motors on each machine, making each independent of all others, arrange all the machines for minimum handling of material, keep each running at just the proper speed (easily done with these motors), and then watch the production increase.

The motors will stay on the job continuously, day and night if necessary, and your power bills will be surprisingly low. No extra power charges for overtime work—the power required is always in exact proportion to the work done; you don't have to drive some hundred feet of line shafting to run one machine.

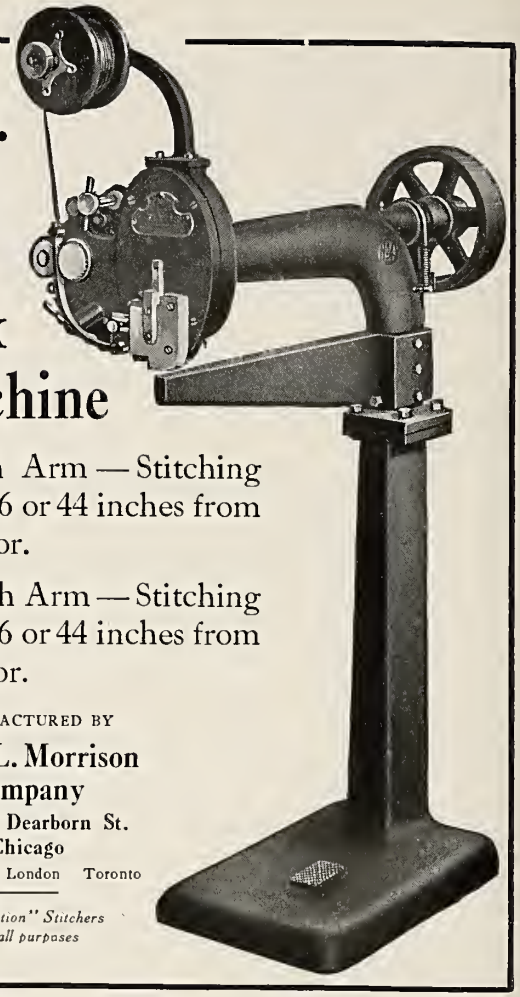
Our men are thoroughly familiar with every detail of motor drive. Their advice is free. Write for it to-day.

Westinghouse Electric & Mfg. Co.

Sales Offices in 45 American Cities

East Pittsburgh, Pennsylvania

No. 4 Box Machine



12-inch Arm — Stitching point 36 or 44 inches from the floor.

20-inch Arm — Stitching point 36 or 44 inches from the floor.

MANUFACTURED BY

The J. L. Morrison Company

534 So. Dearborn St. Chicago

New York London Toronto

"Perfection" Stitchers for all purposes

EXPERT ADVICE FOR PRINTERS

WE have just created an Advisory Department, prepared to give printers complete information on technical and mechanical matters in connection with the preparation of copy for color reproduction. This is reliable and invaluable advice by experts who make color reproduction their specialty, anything from two colors up. Information is also available on matters connected with the handling of color plates on press, inks, etc., and such general topics.

It is a matter of record that our plates are esteemed by printers, wherever used, as the finest printing surfaces they have ever put to press. They reproduce clear-cut impressions, in perfect register and true to proof. They can be relied upon for a great number of impressions, in addition to which they require the least amount of preparation for perfect make-ready.

Correspondence invited.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

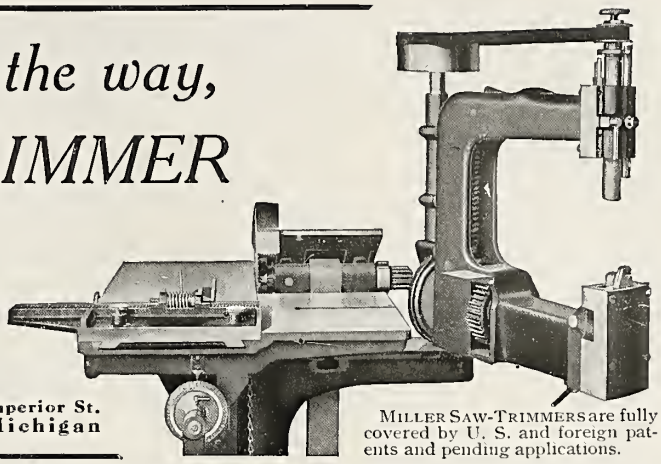
213-217 EAST TWENTY-FOURTH STREET NEW YORK CITY

Wherever the Lino types the way,
the MILLER SAW-TRIMMER
makes cream of whey

Write for new illustrated price-list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

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ARE THE

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AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, **$3.50** each series.

TREASURE OF GRAPHIC ARTS—24 folio plates in color, **$4.50.**

TREASURE OF LABELS—*the newest of labels*—15 plates in color, **$3.00.**

"FIGURE STUDIES"—by Ferd Wüst—second series, 24 plates, **$3.00.**

AND THE

FREIE KÜNSTE

—SEMI-MONTHLY PUBLICATION—

This Journal is *the best Technical Book for Printers, Lithographers and all Kindred Trades.* Artistic supplements. Yearly subscription, **$3.00,** post free; sample copy, **25 cents.**

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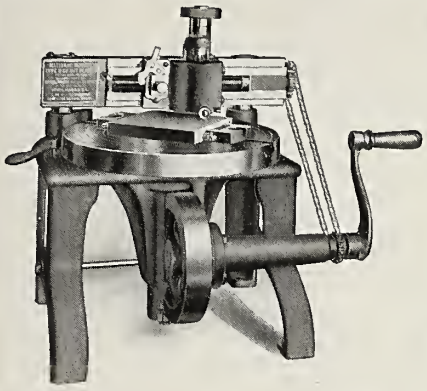
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Efficient — Cuts Dead Level.
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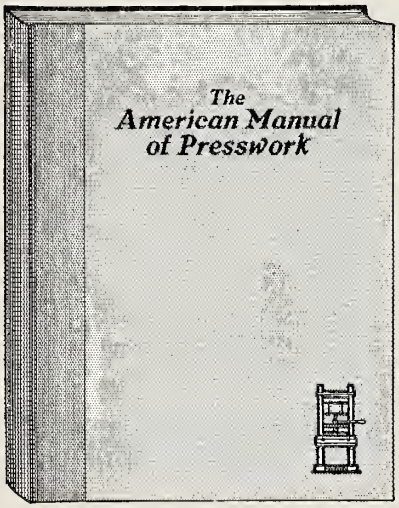


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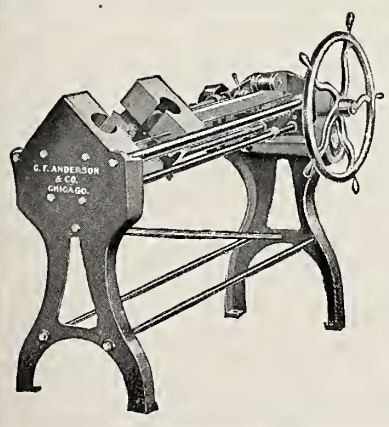
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A bindery is incomplete without a bundling press. Many have from 2 to 12 in daily operation.

In adding one to your equipment be sure to get the right one—the Anderson.

Immense power with little effort, strong and rigid construction—practically indestructible, moderate cost.

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The amount of display work now being done on the linotype makes a knowledge of display typography a valuable asset to an operator. In many offices the most desirable operator is the man who knows how to handle display copy.

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The instructor is employed to help the students and holds his job because he gives them satisfaction and not because he has an interest in the company.

Drop a postal, get our booklet, "Machine Composition," and see what students say of our instruction and methods.

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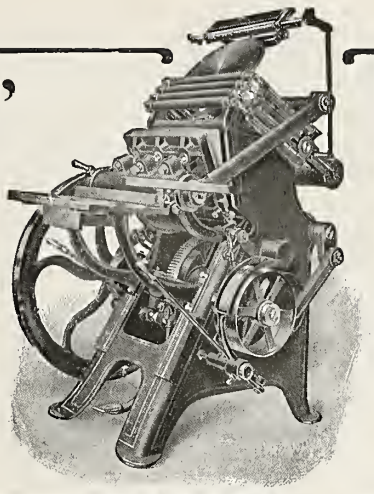
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The Universal Type-Maker

IS A TIME-SAVER
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It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

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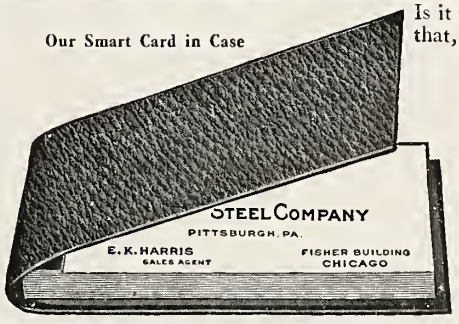
NR

A House of Cards

is an old familiar metaphor to which Time has veritably given a new meaning growing out of the introduction of the great card improvement of the century. When

Peerless Patent Book Form Cards

were first offered to the buying public, not even the inventor dreamed of the enthusiastic reception that was to be accorded them. They have leaped into a demand that is incredible.



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Think it over, and think what you are losing by not putting the logic of this fact to the supreme test — the sale of these cards in your own business. Begin right now to eliminate this loss and add this profit. Write to-day.

The John B. Wiggins Company

Established 1858
Engravers, Die Embossers, Plate Printers
52-54 East Adams Street Chicago

SUPERFINE
KING ENAMEL
SUPERFINE

KING PAPER COMPANY

KALAMAZOO, MICHIGAN

MANUFACTURERS OF

Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Offset, Coated Book and Lithograph and Writing

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If Noah Webster were alive today he would include in his new dictionary the term "Business Crime," and this would be his definition thereof:

> "BUSINESS CRIME—The act of a man who buys valuable advertising space in good advertising mediums and uses *cheap stationery* to follow-up the inquiries."

He is like the merchant who advertises for customers and *knocks them in the head* as fast as they cross his threshold.

If all you master printers were to present your case to the merchant in just this form, you would awaken him to a true sense of his responsibilities and opportunities.

OLD COUNCIL TREE BOND is the remedy for such weaknesses as this Business Crime, and has been so well advertised that you will find your sales work half done by the time you reach the consumer. It creates the fine impression you must create when writing to people who have responded to your advertising.

We are trying to tell the merchant *your* story, as well as ours. We are helping you, Master Printers, with our advertising, our solicitors and our special representatives. Arm yourselves with OLD COUNCIL TREE BOND if you want quick dollars and cents and prestige as well.

NEENAH PAPER COMPANY
Neenah, Wis. U. S. A.

Chicago Distributors—CHICAGO PAPER CO.
366 West Monroe Street

OLD TRADE MARK TREE COUNCIL

TOLEDO WEB PERFECTION JOB PRINTING-PRESS

IT Prints from the roll automatically, in One or Two Colors.
Does *Perfect* Bronzing, every objection to Bronzework being eliminated by it.
Rewinds, Cuts, Slits, Perforates, Punches.
Is Simple, Durable, Inexpensive.
The Ideal Press for Printers and Manufacturers.

TOLEDO WEB PRESS MFG. CO.
TOLEDO, OHIO

Headquarters for Photo-Engravers' Supplies

Williams-Lloyd Machinery Co.
638 Federal Street, CHICAGO

Manufacturers of a Complete Line of
Electrotyping, Stereotyping and Photo-Engraving Machinery

We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

EASTERN REPRESENTATIVE
UNITED PRINTING MACHINERY COMPANY
246 Summer Street, BOSTON :: 12 Spruce Street, NEW YORK

Eagle Printing Ink Co.
24 Cliff Street, New York

Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.



Western Branch: 705 S. Dearborn Street, Chicago.
Factory: Jersey City, N. J.

The Typography of Advertisements

By F. J. Trezise

¶ C. S. Peterson, the well-known Chicago printer and author of the chapter on "Use and Abuse of Type" in the Cyclopedia of Advertising, says:

> "It is the best and most complete summary of its kind I have ever seen. I consider it invaluable to any job-printer who is or wishes to be competent in his trade."

¶ H. N. Kellogg, one of the principal officers of the American Newspaper Publishers' Association, writes:

> "The specimens of advertisements which he gives demonstrate so clearly the correctness of his conclusions that the book can not fail to be beneficial to all who are interested in advertising."

136 pages; 65 illustrations; handsome board cover; printed in two colors.

Price, $2.00

Every ad. man — writer or compositor — should have it.

THE INLAND PRINTER COMPANY
632 South Sherman Street
Chicago, Ill.



Color-Matching Daylight Always at Your Service

You can now match colors by artificial light, with the same precision as you can in daylight.

The G. E. Color Matching Outfit gives the same kind of light as that which is obtained from a clear north sky.

The light given from the new outfit is scientifically correct. The spectrum shows it to be exactly the same as a true north light spectrum.

You can now work on stormy days, dark days, and at night time.

This 24 hours of daylight gives you a 24-hour-day working capacity.

Independent of daylight you can materially increase production and take care of rush work.

The true north light from this outfit is always constant.

The outfit is very simple and the cost is low.

Send your inquiry to-day — now, and learn more about this wonderful new opportunity of having real daylight value anywhere and at all times.

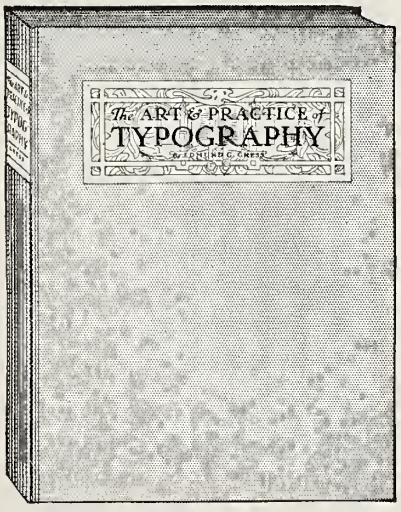
General Electric Company

Principal Office: Schenectady, N. Y.

3445

The Art and Practice of Typography

By EDMUND G. GRESS



This book contains almost 100,000 words of instructive matter, besides fifty large color inserts and seven hundred reproductions of high-class commercial printing.

Size 9½ x 12½. Cloth, price postpaid, $5.

The Inland Printer Company

632 South Sherman Street, Chicago, Ill.

Cutting Speed Cuts Current Cost Correspondingly!

"C"?

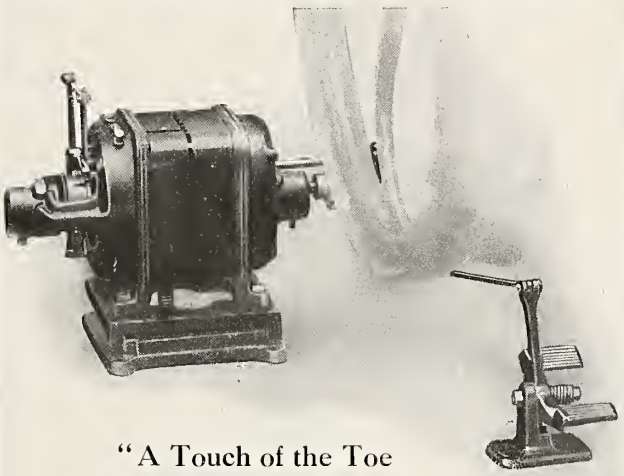
And your meter bill is almost a measure of your press count—when you use a

KIMBLE

VARIABLE SPEED
ALTERNATING CURRENT
PRINTING-PRESS

MOTOR

That's NOT the case with most motors; because most motors are not printing-press motors, but general purpose motors rigged up after a fashion for printing-press requirements.



"A Touch of the Toe
To Go Fast or Slow"

And the variations of speed are *gradual,* imperceptible, instead of by "steps."

When you touch the foot lever for "slow," you slow down the meter in about the same ratio, and when you push the lever to the "off" point, the meter stops work entirely.

This isn't true of any other motor in the world.

And it explains why so many printers, all over the country, are so quick to "Kimbleize their shops and paralyze their power bills."

Kimble motors for jobbers, ponies, cylinders, cutters, stitchers, linotypes.

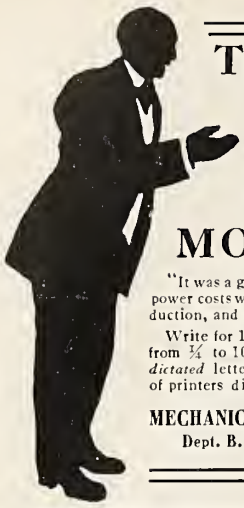
Let us figure on your whole plant or on a single machine. We give you

More POWER for the Money

than you get in ANY other motor.

Kimble Electric Company

1125 Washington Boulevard *Chicago*

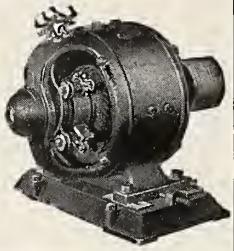


Take a Tip from the "Old Man"

"I fussed around with all sorts of power for a quarter century till a few years ago. Then I ripped out all the antiquated stuff and installed

Watson Adjustable Speed

MOTORS



"It was a glad day. It knocked the power costs way down, increased production, and tickled '*yours truly.*'"

Write for 1912 catalog of all sizes from ¼ to 10 H.-P. — and a special *dictated* letter telling why hundreds of printers did like the "old man."

MECHANICAL APPLIANCE CO.
Dept. B. Milwaukee, Wis.

THE "RELIANCE" PROOF PRESS
FOR
PHOTO-ENGRAVERS
FULFILLS ALL THEIR REQUIREMENTS

It never fails to meet their every need.
It ALWAYS exceeds their expectations.

Write for full information to

Paul Shniedewend & Co.
MANUFACTURERS
627 W. Jackson Boulevard, Chicago, U. S. A.

WANTED

Mechanical Superintendent for General Printing Plant

doing business of $25,000 per month, employing 200 people; large bindery; 10 linotype operators; 10 cylinders; doing railroad work and general edition work. We want a man capable of assuming entire responsibility of all the details of getting out work from the time the order passes the sales dept. until its delivery. Prefer a man under forty years of age, young and ambitious. To the right party we can offer a good opportunity. *Address, D 770, Inland Printer.*

The American Pressman

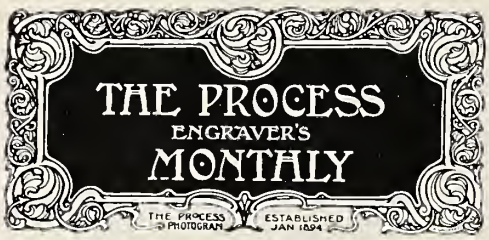
A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

Second National Bank Building, CINCINNATI, OHIO

Established January, 1894.



Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

GEO. ROUTLEDGE & SONS, LTD. { 68-74 Carter Lane / Ludgate Hill } LONDON, E. C.

AMERICAN AGENTS:
SPON & CHAMBERLAIN, 123 Liberty Street, NEW YORK



PRIOR'S AUTOMATIC
Photo Scale
SHOWS PROPORTION AT A GLANCE

No figuring—no chance for error. Will show exact proportion of any size photo or drawing—any size plate.

SIMPLE—ACCURATE.

Being transparent, may be placed upon proofs of cuts, etc., and number of square inches determined without figuring. **Price, $2.00.**
Sent postpaid, on receipt of price, by

The Inland Printer Co.
632 Sherman Street . . . . CHICAGO
1729 Tribune Building, NEW YORK

Franchise Bond

"Value Extraordinary"

Ream lots, 7¾c per lb.
Case lots, 7¼c per lb.

Parker, Thomas & Tucker Paper Co.

"Profit Producing Printing Papers"

514-522 Sherman Street Chicago, Illinois

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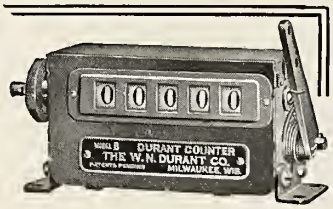
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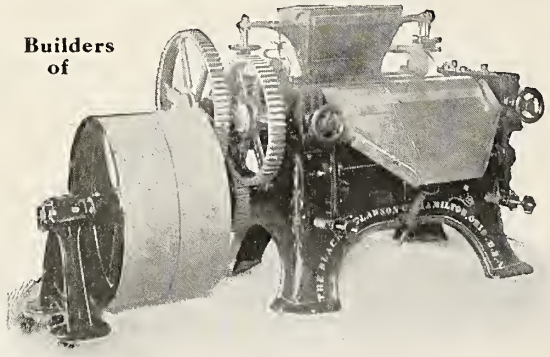
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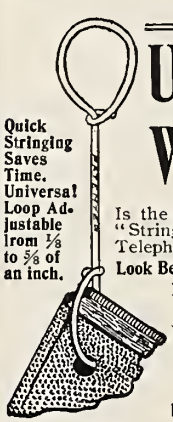
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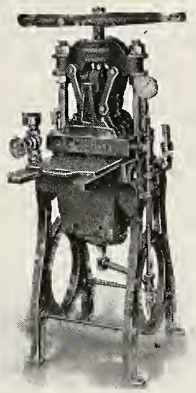
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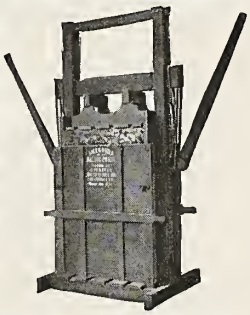
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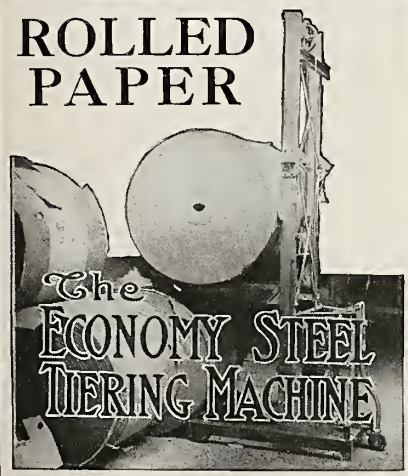
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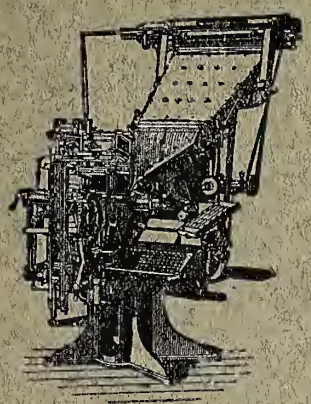
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Over the time and labor saving advantages in MAKE-UP of Linotype slugs as compared with any other kind of composition.

He says:

"This feature was brought home to me very forcibly some months ago, on a job that had to be handled in an emergency. We were printing a set of specifications, 11 point. The job was set up and proofs submitted to the architect. Subsequently it was decided to employ two architects, and it was necessary to change every line in which the word 'architect' appeared to 'architects.' In addition to this, we discovered at noon, on a Monday, that the job had to be printed and delivered Tuesday at noon, which meant that the corrections make-up, and printing had to be done that same day, so that the job could go to the bindery early the next morning.

"It was two o'clock when the proofs reached our office, which is a small, one-machine place, as you may know. With only one man on the machine and one man in the composing-room, this meant considerable hustling. The corrections were made, 113 pages were made up, 15 forms were made up and printed, and the entire job was completed, so far as the printery was concerned, in 6 hours, besides which our wizard of the typeroom, Mr. Newman, performed other work in handling small jobs.

"Of course, I was amazed at the skill of the man, for I personally kept a close watch on the work, but I was equally amazed at the facility with which his work was made possible by the Linotype. A small shop does not carry enough leads and slugs, of all sizes, to permit of the right lengths being used as would be necessary in handling type. All sizes were used, nothing was pied, everything went smoothly, as it always does in handling Linotype work, and when that strenuous afternoon's work ended in the evening at about 8 o'clock, I was more than ever impressed with the fact that 'The Linotype way is the only way.'

"I can't conceive of any one man paging up 113 pages, and 15 forms of anything but Linotype matter in so short a time, in addition to the handling of such other work as the routine of a small shop calls for."

MAKE-UP is one of those leaks in the printing business on which much time may be wasted. There is only one way to save time and labor in make-up—

THE LINOTYPE WAY

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO—Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES—Hoffmann & Stocker
RIO JANEIRO—Emile Lambert
PORTO ALEGRE (Brazil)—Edwards, Cooper & Co.
HAVANA—Francisco Arredondo
SANTIAGO (Chile)—Enrique Davis
BOGOTA (Colombia): Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.

TOKIO—Teijiro Kurosawa

With the Upham Color and Speed Attachment

On

The Miehle

Press

You can hit two birds with one stone

Let us tell you how

Miehle Printing Press & Manufacturing Co.

SALES OFFICES IN THE UNITED STATES:

Chicago, 326 So. Dearborn St.
New York, N. Y., 38 Park Row
Dallas, Texas, 411 Juanita Building
Boston, Massachusetts, 164 Federal Street
Portland, Oregon, 506 Manchester Building
San Francisco, California, 401 Williams Building
Atlanta, Georgia, Dodson Printers Supply Company
Philadelphia, Pennsylvania, Commonwealth Trust Building

14TH AND ROBEY STREETS CHICAGO

Eight and one-half acres of floor space devoted exclusively to the manufacture of two-revolution presses

FOREIGN DISTRIBUTORS:

Toronto Type Foundry Co. Ltd., Toronto, Canada
S. A. des Presses Typogr. Miehle, 7 Rue Laffitte, Paris, France
Miehle Druck Pressen G. m. b. H. 94 Markgrafenst., Berlin, Germany
Herm. Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil
Williamson, Balfour & Co., Santiago and Valparaiso, Chile
Parsons Trading Co., Buenos Aires, Mexico City and Havana

OUR TWO-COLOR PRESS HAS BECOME A FACTOR IN MODERN PRESSROOM ECONOMY

Among the 859 Miehles shipped in 1911 were 35 of these big machines.



The Inland Printer

May·1912
Vol.·49·No.·2
30·Cents

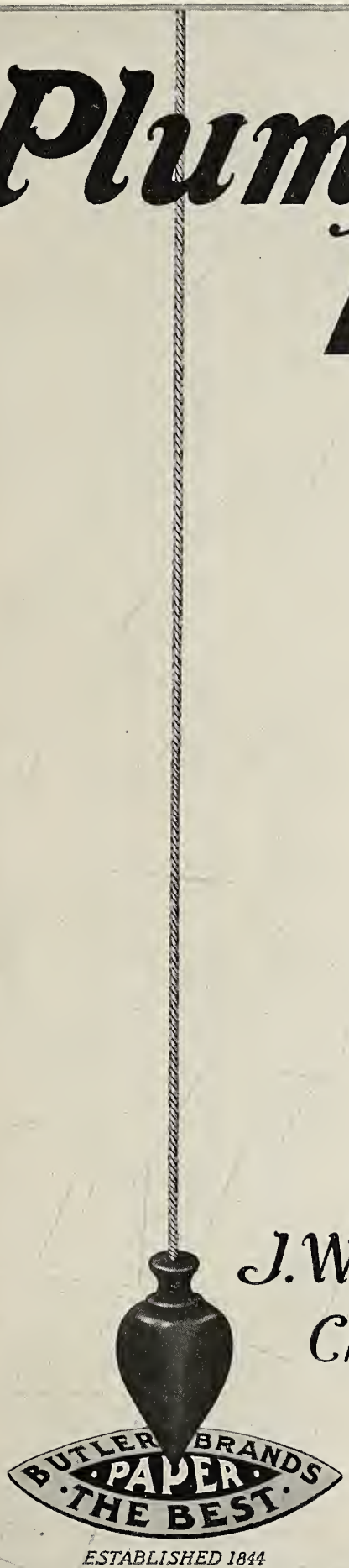
The introduction of cost systems
Inevitably means
That competition in price
Must yield more and more
To competition in quality.
If you read aright
The signs of the times
You must realize
That the way to success
Is in the use of
The best inks that money can buy.
Ullman's Inks—of course.



Sigmund Ullman Co.

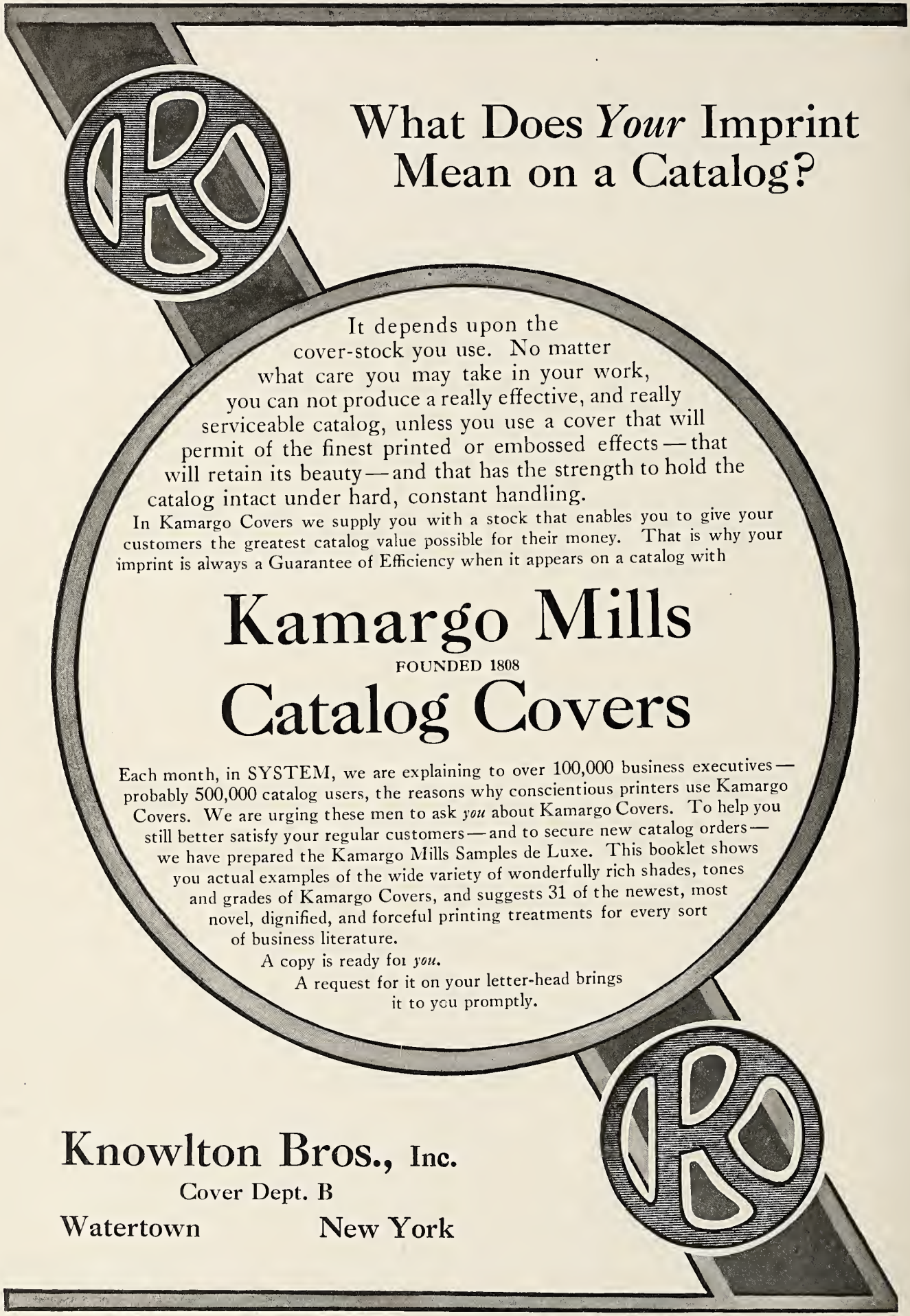
New York
Chicago
Philadelphia
Cincinnati
Cleveland

Plumb on the Mark



J. W. Butler Paper Company

Chicago


What Does *Your* Imprint Mean on a Catalog?
It depends upon the cover-stock you use. No matter what care you may take in your work, you can not produce a really effective, and really serviceable catalog, unless you use a cover that will permit of the finest printed or embossed effects — that will retain its beauty — and that has the strength to hold the catalog intact under hard, constant handling.
In Kamargo Covers we supply you with a stock that enables you to give your customers the greatest catalog value possible for their money. That is why your imprint is always a Guarantee of Efficiency when it appears on a catalog with
Kamargo Mills
FOUNDED 1808
Catalog Covers
Each month, in SYSTEM, we are explaining to over 100,000 business executives — probably 500,000 catalog users, the reasons why conscientious printers use Kamargo Covers. We are urging these men to ask *you* about Kamargo Covers. To help you still better satisfy your regular customers — and to secure new catalog orders — we have prepared the Kamargo Mills Samples de Luxe. This booklet shows you actual examples of the wide variety of wonderfully rich shades, tones and grades of Kamargo Covers, and suggests 31 of the newest, most novel, dignified, and forceful printing treatments for every sort of business literature.
A copy is ready for *you*.
A request for it on your letter-head brings it to you promptly.
Knowlton Bros., Inc.
Cover Dept. B
Watertown New York

We Practise What We Preach

We are forever telling printers that their profit depends less on doing work cheaply than on doing it well—and getting a good price for it.

The price-cutting argument may be a good business-getter, but it isn't a good money-maker.

Our main argument for the Monotype is not merely that it does its work cheaply, but that it does work for which printers can get good prices.

We have both arguments, but the *quality* one is all that we ever advertise.

In connection with which, please note this paragraph from the resolutions adopted by the Board of Trade Department of the Boston Typothetae Board of Trade, Ben Franklin Club of Chicago, New England Cost Congress, Ben Franklin Club of Cleveland, Graphic Arts Club of Portland, Me., and Middle Atlantic States Cost Congress:

> **RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc.," is detrimental to the printing industry and should be discontinued by all parties selling machinery.**

Correct! And it is exactly in line with what we have always preached and always practised. This resolution is really an endorsement of the Monotype selling policy.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia

330

This page is composed exclusively in Monotype type and Borders

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Efficient Equipment in the composing-room is appreciated more to-day by thoughtful printers than ever before in the history of the industry, largely because of the agitation for accurate cost systems which has swept the country in the past few years. The effect of this movement has shown itself by the desire of printers to procure labor-saving cabinets as we build them in wood, but beyond this it has created a demand which we are now in a position to supply for indestructible furniture made in steel.



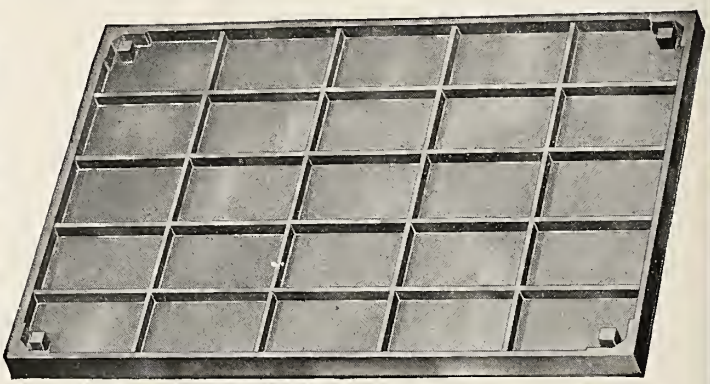
Face side Hamilton Cast Iron Imposing Surface

HAMILTON STEEL FURNITURE is not only practically indestructible, but is also designed with a view to reducing to a minimum the amount of lost time in the composing-room, which naturally means a gratifying and substantial increase in the production per hour. The advantages of Hamilton Steel Furniture are not only to be found here, but also in the fact that the depreciation from year to year is much less than with other equipment. Still another point which means profit to the user of Hamilton Steel Furniture is the cost of insurance, which is reduced where plants are equipped with Steel Equipment throughout.

Our Steel Furniture is built stronger than necessary, and more than sufficiently durable to withstand years of hard usage. Printers installing this equipment will find they have made a permanent investment — one that will be with them for many years to come and even then be a substantial asset which will realize a good sum.

Along the same lines of indestructibility, minimized depreciation and practically perpetual serviceability of the highest standard are the Hamilton Iron Imposing Surfaces for use with either wood or steel frames.

These surfaces are made of the finest gray iron castings — planed accurately, and then ground to a smooth, true surface; they are as near perfection for imposing purposes as commercially practicable and, better still, will stay that way though used for many years.



Ribbed under side Hamilton Cast Iron Imposing Surface

The illustration shows the heavy-ribbed construction of these tops. For more information send for our new illustrated circular, just published.

WOOD TYPE — Hamilton's Wood Type is in use in printing-offices the world over. A record of thirty years has established a reputation for accuracy, clean-cut lines, good material and modernized designs. Wood Type is cheap and light in weight. With ordinary use it will last a lifetime. Any desired assortment of characters can be supplied for any face in any size. Our Wood Type is guaranteed of uniform standard height. No underlaying necessary. Special Wood Type and Border Catalog with circulars sent on request.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories . . . TWO RIVERS, WIS.
Eastern Office and Warehouse . . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Old Hampshire Bond

A chain is no stronger than its weakest link—every detail of the chain must measure up.

This holds good with printed matter.

The most elaborate designs, the best presswork, the most harmonious color-schemes will be handicapped by poor or ordinary paper.

Discriminating folks choose Old Hampshire Bond because they know however good other things may be, the paper will "match up."

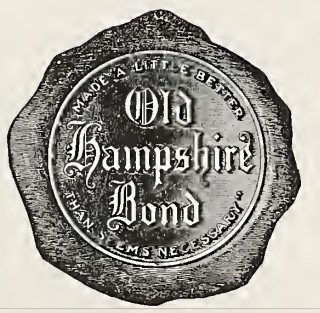
And, furthermore, it generally adds a touch of distinction which prohibits the waste-basket habit.

Old Hampshire Bond *makes* business stationery and business literature.

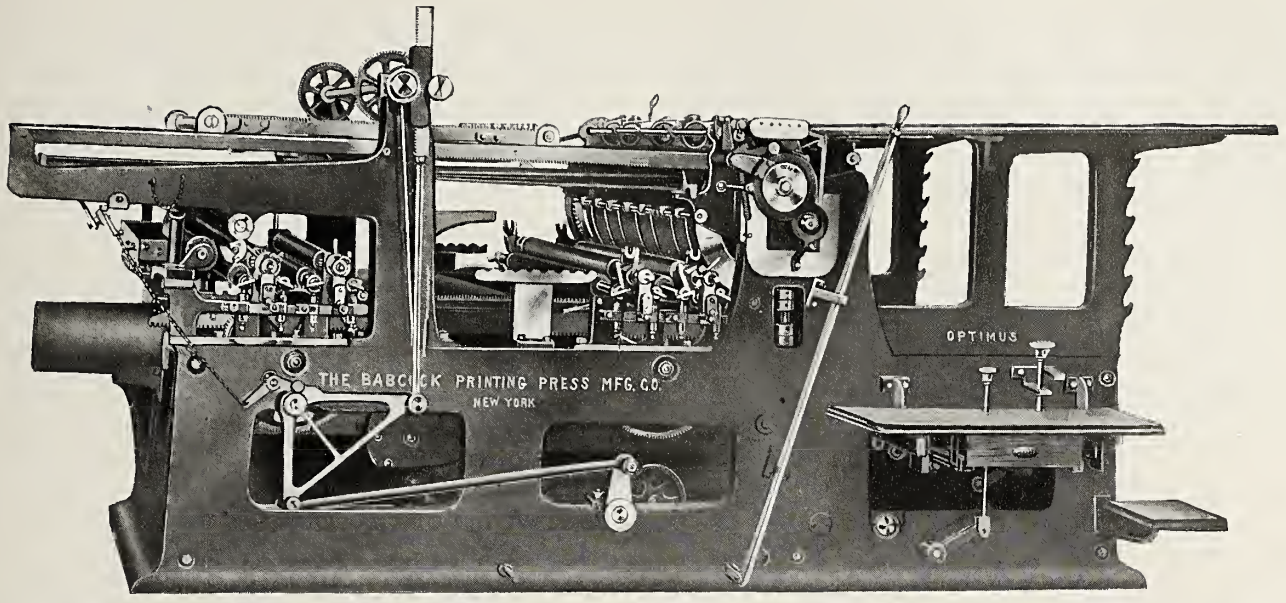
Hampshire Paper Company

We are the only Papermakers in the world making Bond Paper exclusively

South Hadley Falls, Massachusetts




SERVICE
Engraving Department of
THE HENRY O. SHEPARD COMPANY
QUALITY
DESIGNERS ENGRAVERS ELECTROTYPERS
Three color & Four color process plates a specialty
632 SHERMAN ST.
CHICAGO
FORMERLY THE INLAND-WALTON ENGRAVING COMPANY



THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row — John Haddon & Co., Agents, London. — Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus

The Babcock Optimus

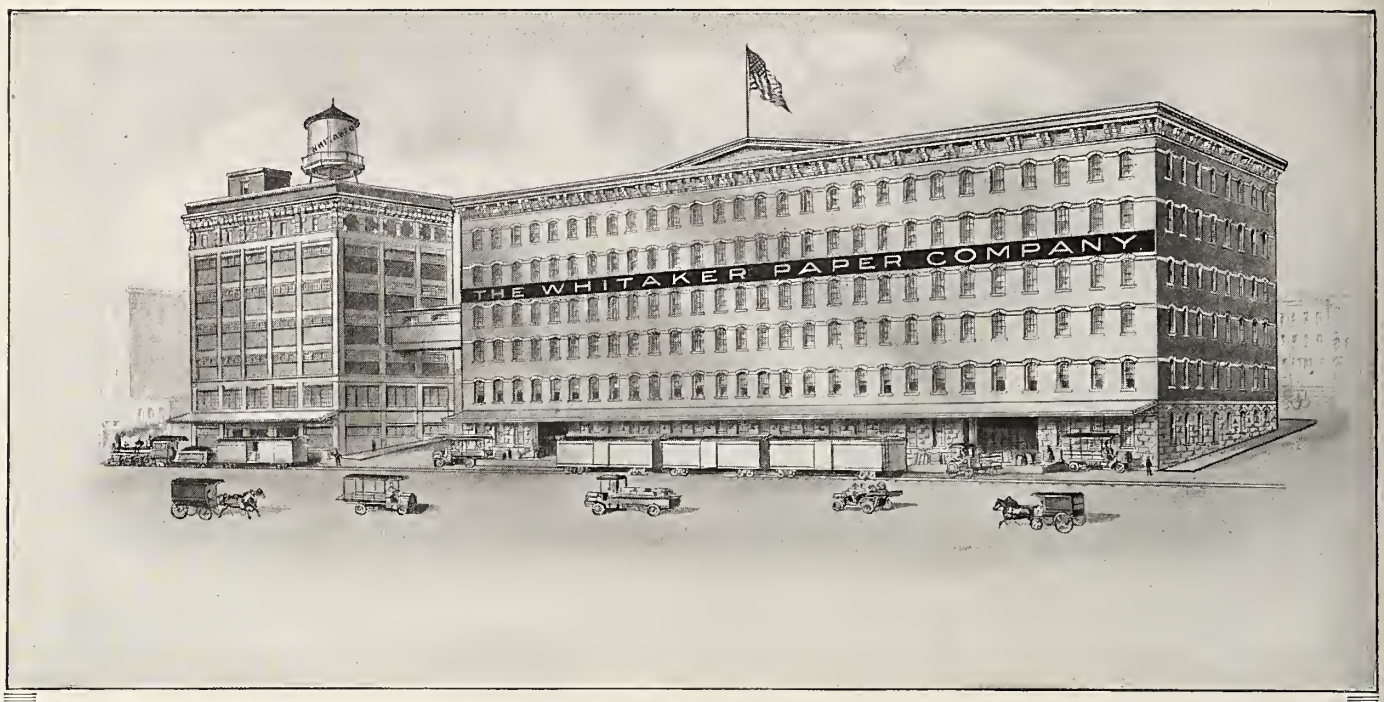
The greatest speed giving feature of the Optimus is the long exposure of the freshly printed sheet. This is for the time of three impressions. The extended dwell in the air gives the ink's surface a chance to harden and save offset. It is not necessary to run slowly, as sheets are not covered as fast as printed. This peculiarity alone makes the Optimus faster on nice work than any other can be. It is an advantage on all work. It often saves slip-sheeting; on heaviest work a patented device makes this easily done.

No other two-revolution can make impressions faster than the Optimus. Superabundant strength gives rigidity and quickens make-ready. Distribution is unusually thorough, with ample capacity for the finest work at the guaranteed speed. The delivery is as fast as impressions; no time is fooled away in setting it for different sheets. Neither distribution nor delivery handicaps printing speed; both aid it.

Optimus guaranteed speed is high. Every feature is calculated to support the press's ability to make impressions rapidly. Speed is attained with remarkably smooth and easy action, and sustained by great strength and unequalled endurance.

The productive hour will obtain more from the Optimus on the same work than any other can furnish. Test it with your other machines. You will then begin to change them as others have done and intend doing.

SET IN AUTHORS ROMAN



Our Offices and Warehouses in Cincinnati

Paper luxury without extravagance

¶ Too little attention is paid the stationery problem by the man who should be most vitally interested. As a result there has been extravagance on one hand — on the other neglect. Some business men offend the recipients of their letters by using "cheap" stationery. Others maintain the high character of their correspondence only at a great cost.

¶ Only by using

White and nine colors with envelopes to match

WORTHMORE BOND

"It has the crackle"

can the business man enjoy *paper luxury without extravagance.* This moderately priced paper has all the recognized characteristics of the more expensive bond papers — fine kid finish, uniform texture, smooth writing surface — making it pleasing to the touch and inviting to the eye.

¶ It has the "feel" of quality that makes men like to handle it — unconsciously they hesitate to lay it aside. It crackles with importance — giving the letter itself an added interest.

¶ If you appreciate good goods of any kind at a fair price, here is a paper value that will surely interest you. Besides the value for the money there is the wide range of choice to be considered. Made in white and nine tints, there is certainly a Worthmore coloring that is distinctively in keeping with your ideas and needs. If you will write us on your business letter-head, we will send you a portfolio of Worthmore Bond specimen letter-heads showing how representative firms in other lines are using Worthmore. Free to you — if you ask for it. Write us — TO-DAY.

THE WHITAKER PAPER CO. · CINCINNATI · TRADE MARK

The Whitaker Paper Company

Cincinnati, Ohio

Sold in Boston by the Bay State Paper Co.

THE WHITAKER PAPER CO. · CINCINNATI · TRADE MARK



O-BERTH CABIN

for men and a reading room for ladies have been set apart on all these vessels, as well as large, commodious dining room, with tables and revolving chairs, seating from 200 to 400 at one sitting.

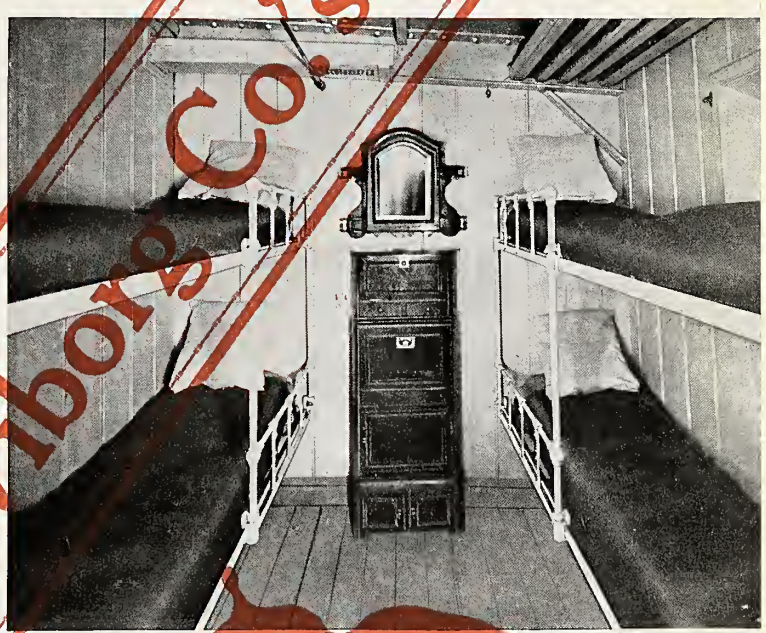
Baths and shower baths in abundance have been provided, and every con-



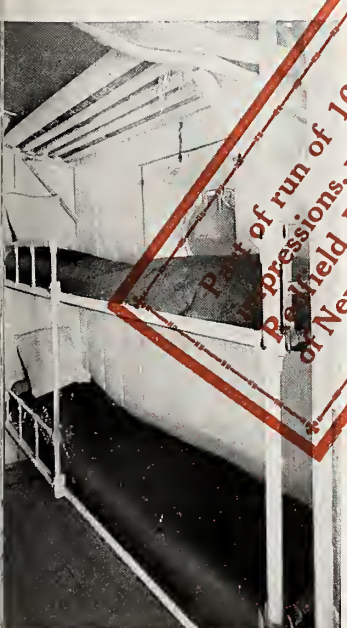
READING ROOM



BATH ROOM WITH SHOWER



FOUR-BERTH CABIN



WO-BERTH CABIN

for men and a reading room for ladies have been set apart on all these vessels, as well as large, commodious dining room, with tables and revolving chairs, seating from 200 to 400 at one sitting.

Baths and shower baths in abundance have been provided, and every con-



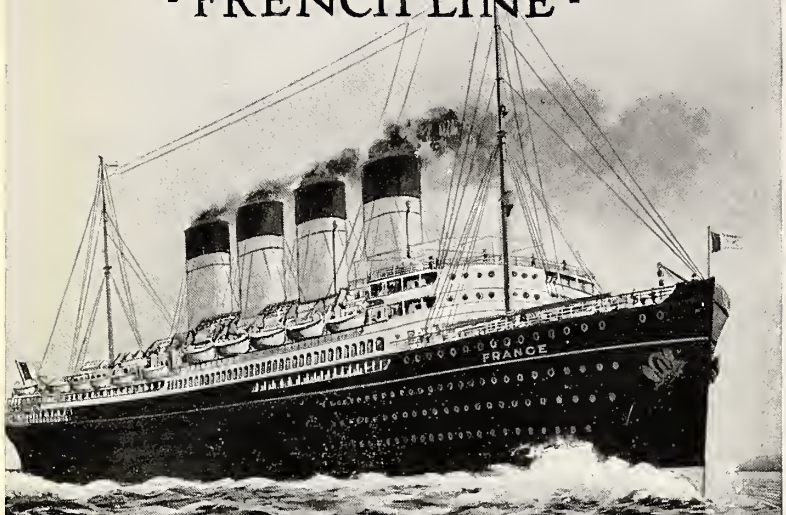
READING ROOM

Ault & Wiborg Co.'s
Part of run of 165,000 Impressions, printed by Redfield Brothers, Inc. of New York City, using Dull Finish Black No. 1066-63 Cover Red No. 78496

The AULT & WIBORG CO. POSTERS
Having run these for the past 20 years in PRINTING JOURNALS and considering them now obsolete, We propose showing hereafter only sheets of actual runs with Our Inks.

COMPAGNIE GÉNÉRALE TRANSATLANTIQUE

· FRENCH LINE ·



SPEED, SAFETY, *and* COMFORT *for* THIRD CLASS PASSENGERS

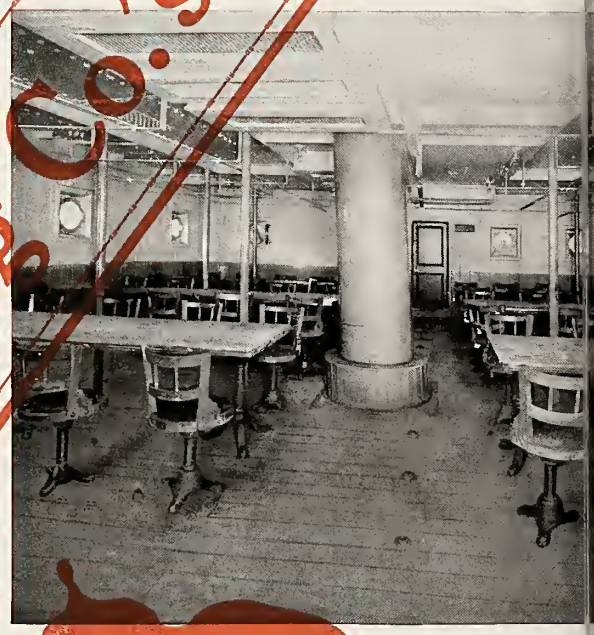
NEW YORK · HAVRE · PARIS

AND ALL POINTS IN EUROPE *and the* ORIENT

A. J. Leon, New York



DINING ROOM



SMOKING ROOM

Ault & Wiborg Co.'s

The AULT & WIBORG CO. POSTERS

having run these for the past 20 years in PRINTING JOURNALS and considering them now obsolete, We propose showing hereafter only sheets of actual runs with Our Inks.

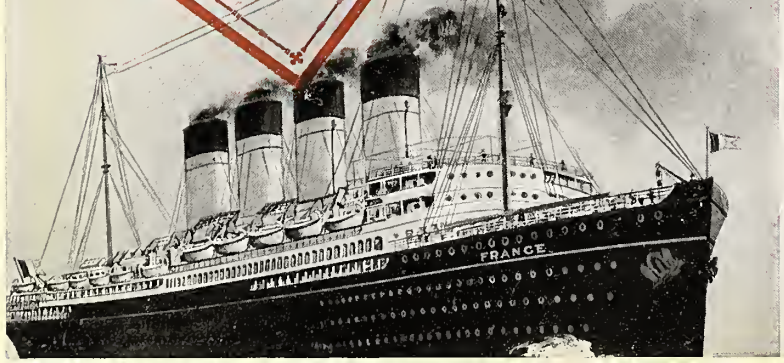


DINING ROOM

Part of run of 165,000 impressions, printed by Redfield Printing Co. Inc. of New York City, using

COMPAGNIE GÉNÉRALE TRANSATLANTIQUE

· FRENCH LINE ·



Read This Mr. Printer

OFFICE STATIONERY
TYPEWRITER SUPPLIES

TELEPHONE, 2 RICHMOND

PUBLISHERS OF
BOSTON PRODUCE
MARKET REPORT

C. M. BARROWS CO.

Printers

2 NORTH MARKET STREET
BOSTON

April 1, 1912.

The Autopress Company,

299 Broadway, New York, N. Y.

Gentlemen:

The Autopress bought of you in January has been running in our press room for the past two months on all kinds of job work, including flyers, the usual variety of headings and office blanks, circulars with half tones, and two color register work. We have used both hand and automatic feed. Runs have been from 1000 to 50,000 impressions. Speed has been from 2000 to 5000 per hour.

The press has certainly made good so far, and is doing first class work, and a lot of it

Very truly,

C. M. Barrows Co.
C. M. Barrows
Treas.

Here is the conservative testimonial of a careful Boston printer, the first he ever gave concerning any machine, which in itself speaks volumes for the Autopress.

Note particularly the wide variety of work he puts upon it in runs of 1,000. Note also his reference to two-color register work.

The last paragraph in Mr. Barrows' letter will bear re-reading.

Hundreds of other printers are saying the same thing about the Autopress now. From one coast to the other and from the Lakes to the Gulf the verdict is the same.

The progress of the Autopress is the progress of the job printing business. Every day accentuates that fact. Every day some printer somewhere wakes up to the money-making possibilities of the Autopress. Long runs, short runs, cheap work and fine work are all handled profitably on the Autopress.

The Autopress is in a class by itself. Its work has cylinder quality with far greater speed and greater economy. Its speed is from 3 to 5 times that of a jobber.

The Autopress is therefore conceded by printers to be the profit-maker of the job pressroom.

The sooner you install an Autopress the quicker and greater will be your profits.

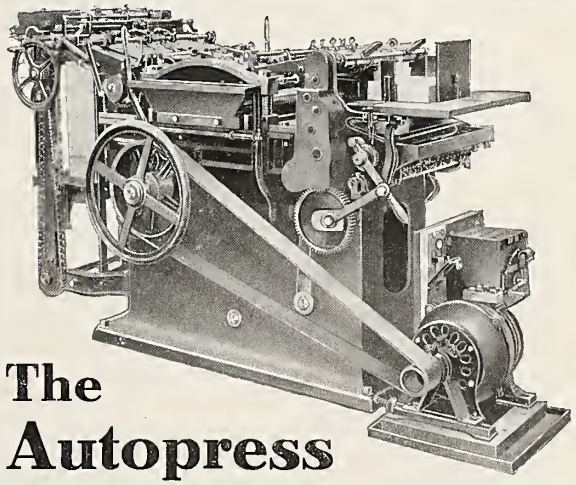
The Autopress Feeds Itself

and prints, counts, delivers, stacks and jogs the paper—all automatically at

5000 Per Hour from Type or Flat Plates

Write today for full information about this wonderful machine that is revolutionizing job work and increasing job work profits everywhere.

Sold on Easy Terms



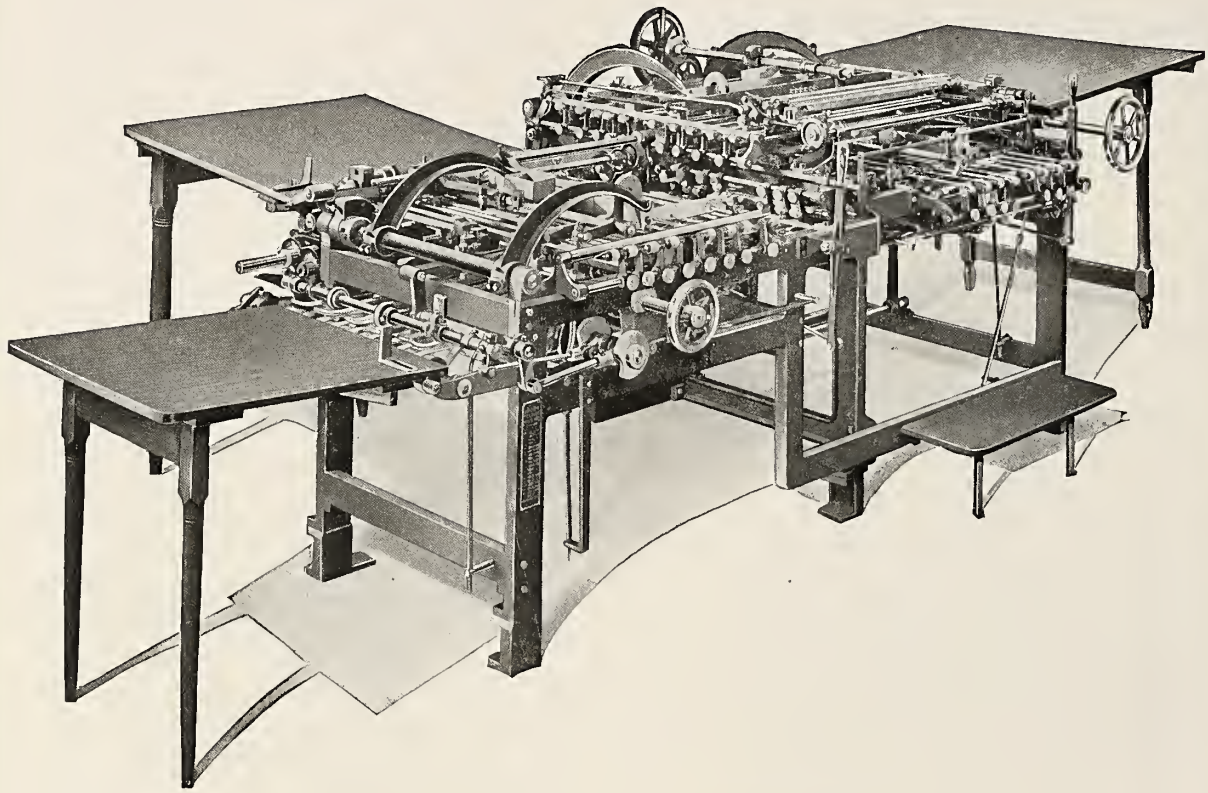
The Autopress

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

Erie, Pa.

Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

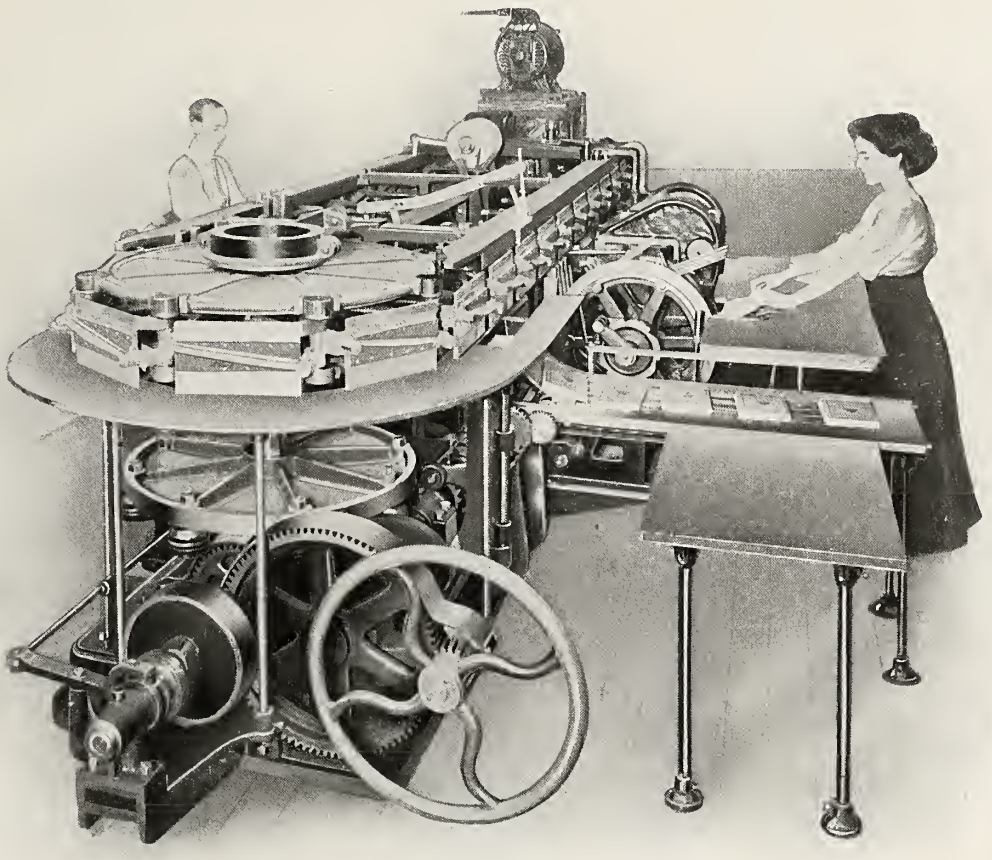
Dallas, Texas
1102 Commerce Street

THE PERFECT WAY TO BIND A MAGAZINE

THE SHERIDAN PERFECT BINDER

for

MAGAZINES, CATALOGUES AND TELEPHONE BOOKS



AUTOMATICALLY BINDS AND COVERS IN ONE OPERATION, DISPENSING WITH WIRE OR THREAD, AND AT THE SAME TIME TURNS OUT

A FLAT OPENING BOOK

Let us send you our booklet on Binders, Coverers and Gatherers

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK — 17 S. Franklin Street, CHICAGO

65-69 Mount Pleasant, LONDON, E. C., ENGLAND

THE
STRATHMORE
QUALITY LINE
includes the following
WRITING and BOOK
PAPERS

STRATHMORE DEED
STRATHMORE PARCHMENT
ALEXIS BOND
ALEXANDRA LINEN BOND
WORONOCO BOND
WORONOCO DAMASK
FAIRFIELD PARCHMENT
TELANIAN EXTRA SUPER
SCOTIA BOND
SAXON BOND
STRATFORD BOND
PARAGON BOND
WILD GRASS BOND

BOOK PAPERS

STRATHMORE DECKLE EDGE BOOK & COVER
ALEXANDRA DECKLE EDGE BOOK & COVER
FAIRFIELD DECKLE EDGE
STRATHMORE JAPAN
ALEXANDRA JAPAN
FAIRFIELD JAPAN
OLD CLOISTER BOOK
OLD STRATFORD BOOK
ALEXANDRA BOOK



You are the Doctor

Your customers depend on your advice to get the best results out of their advertising literature. If you talk *Price* you can't give them careful service or good material. Talk quality and service—and *Price* will take care of itself to your complete satisfaction.

Strathmore Quality

writing papers and book and cover papers give you a line which lends itself perfectly to a quality argument. They are the last word in paper quality and the first choice of discriminating printers.

Whenever you want to turn out an especially fine job, look to the Strathmore Quality Sample-Books for inspiration and choice of stocks. If you have none of our sample-books, we will send them to you on request.

Strathmore Paper Company
Mittineague, Mass., U. S A.

THE
STRATHMORE
QUALITY LINE
includes the following
COVER PAPERS
and BRISTOLS

OLD STRATFORD PARCHMENT COVER
OLD CLOISTER COVER
RHODODENDRON COVER
RHODODENDRON FOLDING BRISTOLS
RHODODENDRON DUPLEX BRISTOL
RHODODENDRON BOX COVER
ALEXIS COVER
ALEXIS FOLDING BRISTOL
TAPESTRY COVER
STRATHMORE CHAMELEON COVER
ADIRONDACK COVER
CARILLON COVER
FAIRFIELD COVER
FAIRFIELD BRISTOL
WORONOCO COVER
WORONOCO BRISTOL
DAMASK BRISTOL
WILD GRASS COVER
WILD GRASS DUPLEX
WILD GRASS BOX COVER
BLANDFORD COVER

STRATHMORE QUALITY

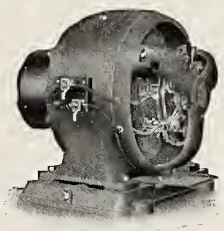
SPRAGUE ELECTRIC CHRONICLE

MAY NEW YORK, N. Y. 1912

Motor-Drive Reasons

A printing-plant equipped with the latest improved types of presses and other machinery, but without electric drive, is like an auto-truck with a horse furnishing the motor power. To be sure it can get along in some sort of fashion, but results are far from the mark possible with a powerful, efficient drive. When the test comes, the overload, the rush order, something is sure to go by the board. Why, then, attempt to compete under such conditions with printers who have already realized the value of a motor-driven plant?

What a load has been lifted from the mind of the man who has adopted electric drive throughout his shop. He is no longer paying for an amount of power



Type D Motor

greatly in excess of what is actually needed for the job in hand. The old power-consuming line shafting has been abolished, with its noisy, oil-flinging, light-obstructing belts. Many a job has been affected by just such conditions and a respectable profit has become a loss.

Each machine being an absolutely independent unit, can be placed in the position most advantageous for progressive step work and to obtain the best light possible. A broken belt, a hot bearing or one press out of commission no longer means an entire shutdown. Again any press can be run overtime with minimum power expense, and better results are certain with the fine speed adjustment possible with electric motor control. The evils of the cone pulley arrangement have been eliminated.

Sprague Electric Hoists

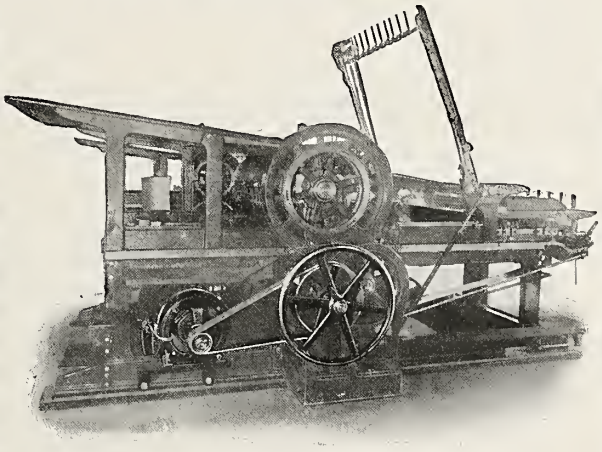
For Handling Paper Rolls

Rapid and Efficient

Ask for Bulletin No. 9014

Perhaps no more convincing argument in favor of electric drive can be advanced than the statement that we have saved printers 15% to 50% on their power bills alone.

The Sprague Electric Motor is a pioneer in the printing field, and from the first it has stood for top-notch excellence in construction and operation. Nothing is spared in workmanship or material that would tend to increase its superiority, and it has been a leader in the rapid development of motors in general. The design and protected construction is such as to place a premium on long-continued, uninterrupted, efficient service, a point which should appeal to every printer.

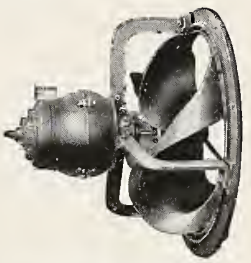


Type S, Form H, Alternating Current Motor, Belted to Miehle Press

The motors range in size from 1-50 horse-power to 500 horse-power, and their popularity and adaptability to all the machines of the graphic arts trade is amply proved by the length of our installation list, embodying as it does the names of a majority of the motor-driven printing-plants of the country.

In Bulletin No. 2374 you will find much valuable information with regard to motor drive as well as a host of illustrations of applications covering every branch of the printing trade.

Ventilation and Good Work



Sprague Electric Motor Connected to Disc Fan

When you engage a man, you expect him to give you the very best that is in him. The right man will do it — that is, if the conditions under which he works make it possible. No more severe handicap, however, can be placed on a man than to force him to breathe bad air. He soon becomes sleepy and sluggish, and in such a condition is far from accomplishing the efficient work of which he is capable.

Sprague Ventilating Outfits afford a ready, convenient and efficient means of obtaining excellent results, minus annoying open windows and draughts.

Get a copy of Bulletin No. 2354; it may prove of great benefit to you

DIRECT AND ALTERNATING CURRENT MOTORS TWO AND THREE WIRE GENERATORS

SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street **New York, N. Y.**

Branch Offices in Principal Cities

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

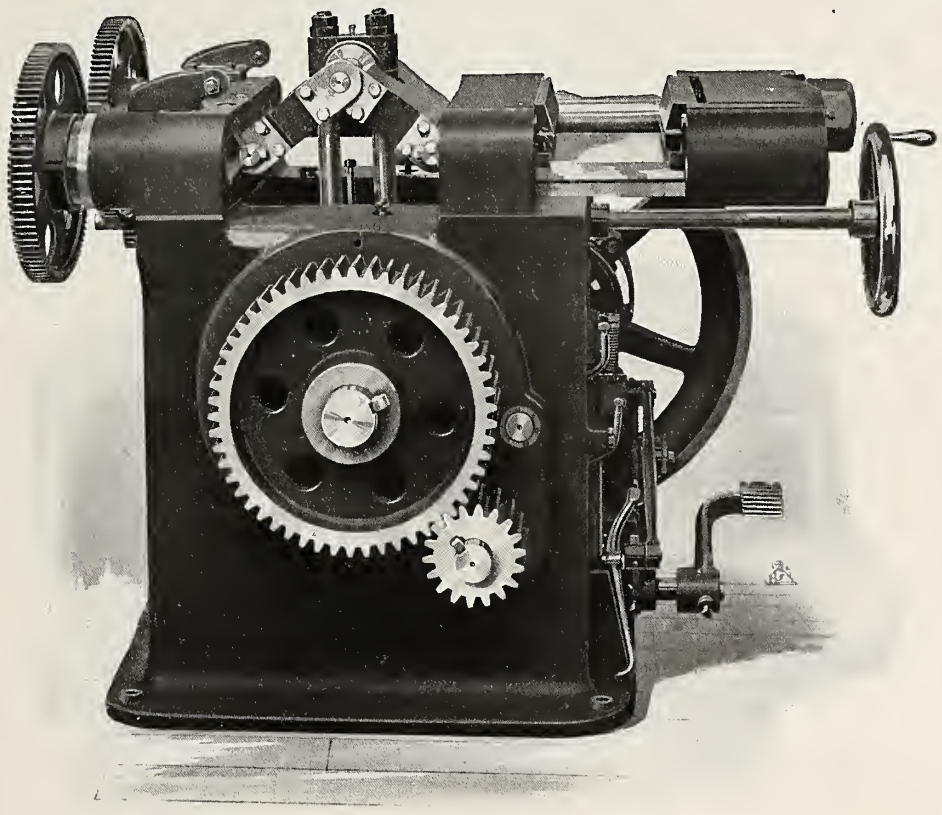
MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

COLUMBUS
305 Mt. Vernon Avenue

The Seybold Book Compressor



Protected by Seybold Patents
With parts removed to show construction of machine

Especially designed for smashing or compressing thick books or a number of smaller books having a heavy swell at the back.

Impossible for signatures to become disarranged before or while under pressure.

Eliminates entirely the old slow method of hammering the backs by hand and adds immensely to the production of trimming and backing machines.

The *even* movement and *long* dwell insures the books remaining in the compressed form after the jaws are released.

The Seybold Compressor having horizontal jaws, accidents so common on the old-style smashing machines are avoided.

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing—Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

IT
SAVES
YOU
THE COST
OF
SLIP-
SHEETING



PERMITS of a
Continuous
Performance
IN EVERY
Printing Office



IT HAS
GOOD COLOR
AND IS
SUITABLE FOR
THE HIGHEST
CLASS OF WORK

THE QUEEN CITY PRINTING INK CO. CINCINNATI,

PHILADELPHIA,
BOSTON
ROCHESTER
DETROIT

CHICAGO
KANSAS CITY
MINNEAPOLIS
DALLAS

Latham's MONITOR Perforators

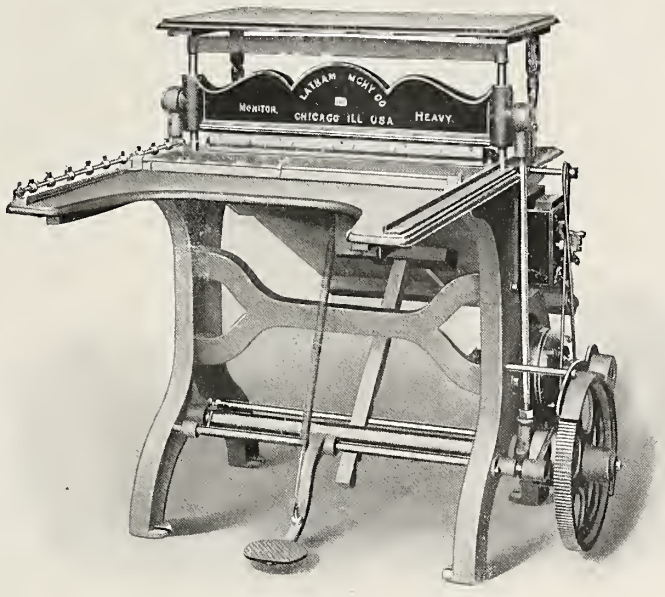
¶ The special hardened die is so hard that it will cut glass.

¶ Driven perpendicularly, making a clean-cut perforation. Needles in perfect line with center of side rods.

¶ Made in fourteen styles and sizes for power, foot or with motor attached.

¶ The stripper is positive and will not spring.

¶ Feed gauge is rigid, accurate and speedy. Can be adjusted for any size or style of work.



Monitor Extra Heavy Power Perforator with Feed Gauge Receiving Box and Motor Attached

¶ Faster than a rotary on most classes of work, and superior perforation.

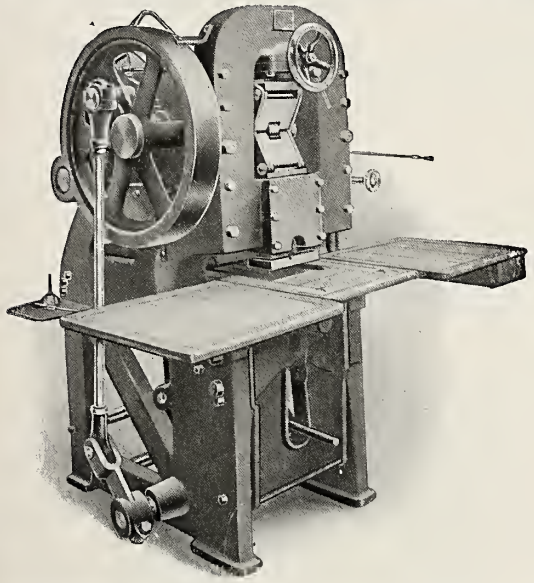
¶ Also Monitor Wire Stitchers, Punching Machines, Paging and Numbering Machines, fourteen styles of Paper-Box Stitchers, etc., etc.

¶ We furnish complete Bindery Outfits. Write us for estimates.

MANUFACTURED BY

LATHAM MACHINERY CO. CHICAGO, 306-312 South Canal St.
NEW YORK, 124 White St. BOSTON, 130 Pearl St.

The Carver Automatic Die Presses



Are the best for registered work, steel-plate printing, box tops, calendars, checks, photo-mounts, and all commercial work.

They are the most economically operated and cost the least for repairs.

If you would know the real worth, inquire of users; especially where they are operated with other makes.

Our *Card Feeding Attachment* will interest you.

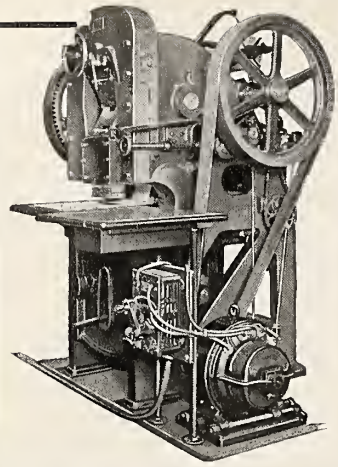
Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

C. R. Carver Company N. W. Cor. Twentieth and Clearfield Streets PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.
J. H. SCHROETER & BRO., Atlanta, Ga., Southern Agents.



Robbins & Myers Motors

An Embossing Press

should be driven by a motor capable of giving a quick start, a simple acceleration to just the right speed, and a definite range of speed adjustment. The motor and controller we illustrate is especially adapted for this work, and its performance is ideal. We can do just as well with all other kinds of printing-office equipment.

THE ROBBINS & MYERS COMPANY

Main Offices and Factory :
SPRINGFIELD, OHIO
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

The
Sabin Robbins Paper Co.
Middletown, Ohio

Specialists
in
Job Lots *and* Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

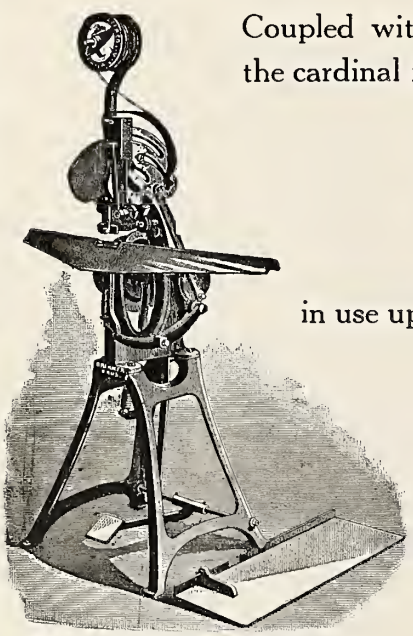
PRACTICAL SIMPLICITY

Coupled with accuracy, speed and durability, are the cardinal features which have sent the number of

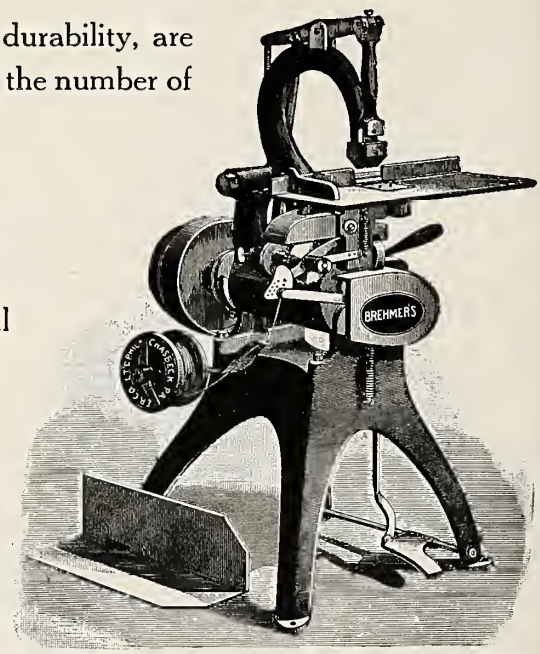
Brehmer Stitchers

in use up to 60,000. More than all other makes lumped together.

Let us tell you ALL about these machines and the number will jump to 60,001.



No. 33. For Booklet and other General Printers' Stitching.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA
609 CHESTNUT STREET

What Every Printer Knows

Every printer knows that to save power is to *make* money. Saving money is making money.

The "Oswego" Auto-Rapid Production Cutter saves its purchase price in power. It *makes* from $50 to $100 a year in power-saving—besides producing the maximum quantity of perfect work.

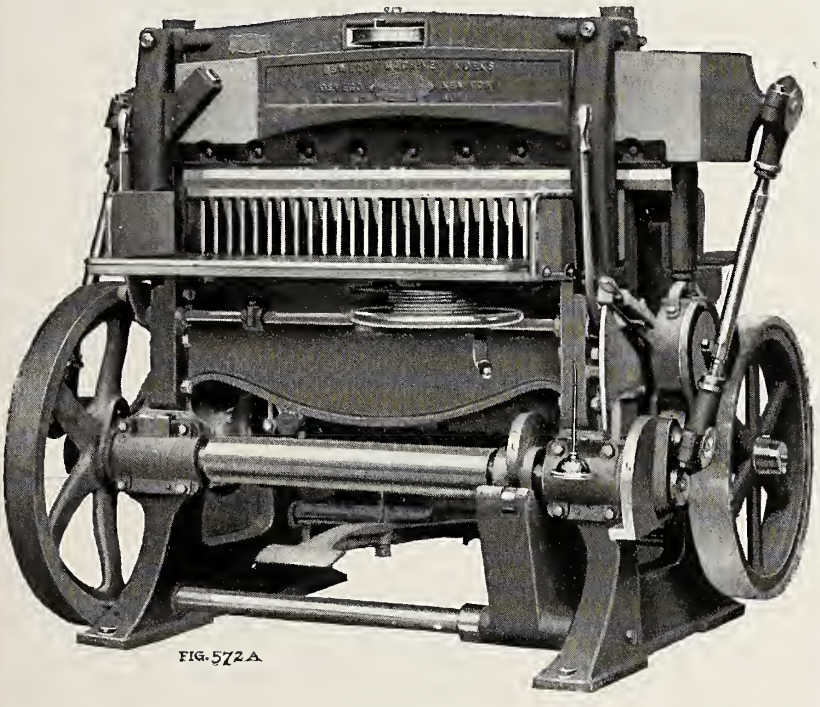


FIG. 572 A

And in addition to this—

No "Oswego"-made Cutter has ever been sold that did not have *at least* three points of superiority not found in any other cutter.

We want you to come back at us with the demand that we show you *why* all Oswegos are superior and *how* the Oswego Auto-Rapid Production Cutter saves its cost in power—and particularly in reference to the "Oswego" High-Speed Automatic Clamp Cutter shown here.

The cost of this investigation is the price of a postage stamp. Write *to-day*. In addition to this detailed information we will be glad to send you our book, "Cutting Machines Exclusively."

Oswegos 'Round the GLOBE

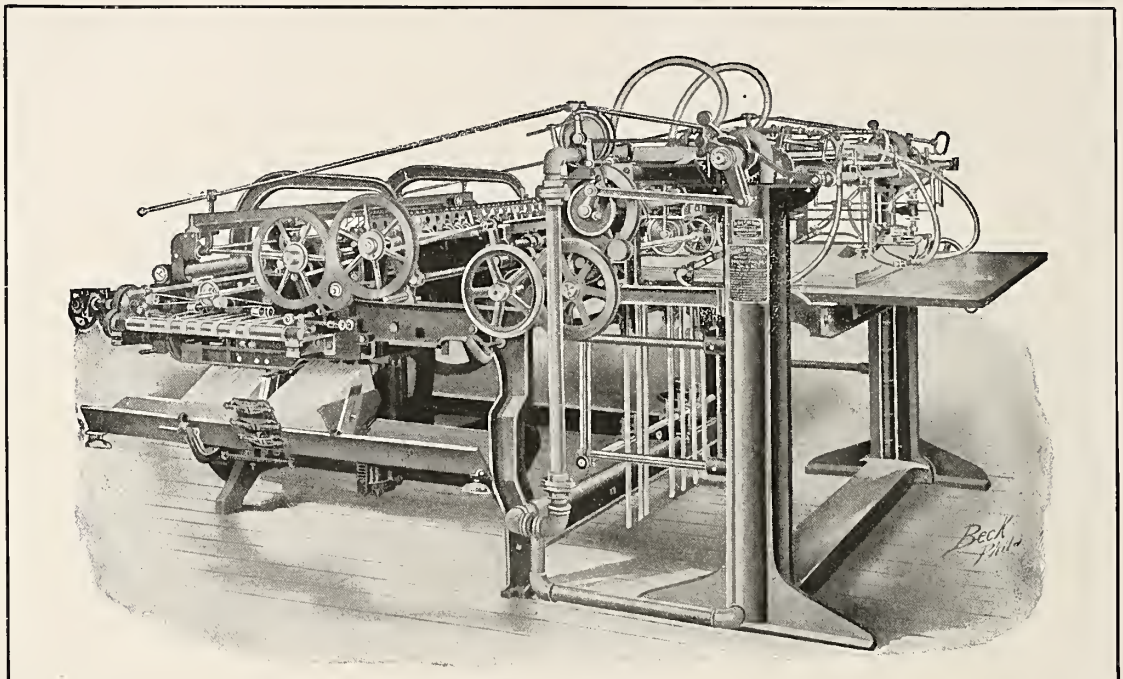
The Oswego, N. Y., Machine Works can probably boast that the sun never sets on the "Oswego" and Brown & Carver cutters. Within the past year or so they have shipped Oswego machines to Buenos Aires, Argentine Republic; Melbourne, Australia; Transito, Bolivia; Vancouver and Victoria, British Columbia; Guatemala, Central America; Antofagasta, Chile; Canton and Pekin, China; Camaguey, Matanzas and Havana, Cuba; Liverpool and London, England; Helsingfors, Finland; Belasore, India; Tokio, Japan; Winnipeg, Manitoba; Mexico City, Monterey, Pueblo and Tlalpam, Mexico; Woodstock, New Brunswick; Christiania and Stavanger, Norway; Berlin, Ottawa, Paris, Peterboro and Toronto, Ontario; Panama City, Panama; Urumia, Persia; Manila, Philippine Islands; San Juan, Porto Rico; Montreal and Quebec, Quebec; Moscow, Russia, and Stockholm and Upsala, Sweden.

Niel Gray, Jr.

Oswego Machine Works

Oswego, New York

THE CHAMBERS
Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

All desirable modern appliances. Accurate, reliable work guaranteed.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

"FLAT AS A PANCAKE"

GUARANTEED

FLAT FLAT

GUMMED PAPER

THE PROVERBIAL PANCAKE IS NO FLATTER THAN

Ideal Guaranteed Non-Curling Gummed Papers

Absolutely the best on the market. Made in a great variety of weights and colors. If you print labels or any other work requiring gummed papers, use the "*Ideal*" brand. By so doing, all the usual troubles experienced in using the ordinary gummed papers are eliminated.

Sample-book on request

IDEAL COATED PAPER COMPANY, Brookfield, Mass.

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Monograms
Crests
Coat of Arms

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Latest Correspondence Papers

If its ENGRAVED or EMBOSSED
"WE DO IT"

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WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
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16 TO 20 E. RANDOLPH ST., CHICAGO

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Announcement Cards

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Visiting Cards and other social forms

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.



"Hoole" Check End-Name Printing Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of

End-Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

Westinghouse Service

SERVICE to printers, methods of producing better work at less cost, means for increasing printers' profits, are the products sold by the Westinghouse Electric and Manufacturing Company.

The Westinghouse Company manufactures the most modern printing-press motors and has always been the leader in the field of electric drive for machinery.

The Westinghouse electric drive for printing-plant machinery, therefore, gives thoroughly satisfactory results.

Avail yourself of Westinghouse service to-day. Write Dept. 40 and ask us how we can help you to increase your profits. You put yourself under no obligation.

Westinghouse Electric & Mfg. Co.
East Pittsburgh, Pa.
Sales offices in 45 American cities.

SUPERFINE
KING ENAMEL
SUPERFINE

KING PAPER COMPANY

KALAMAZOO, MICHIGAN

MANUFACTURERS OF

Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

There are two other grades—"SUPERIOR" and "SUPERBA"—both of equal excellence when price is considered. Write for particulars and prices and for name of nearest agent carrying our papers.





Dual L Ruling Machine

HICKOK

Paper-Ruling Machines and Ruling Pens

Bookbinders' Machinery

THE W. O. HICKOK MANUFACTURING CO., Harrisburg, Pa., U. S. A.

Established 1844 MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto Incorporated 1886

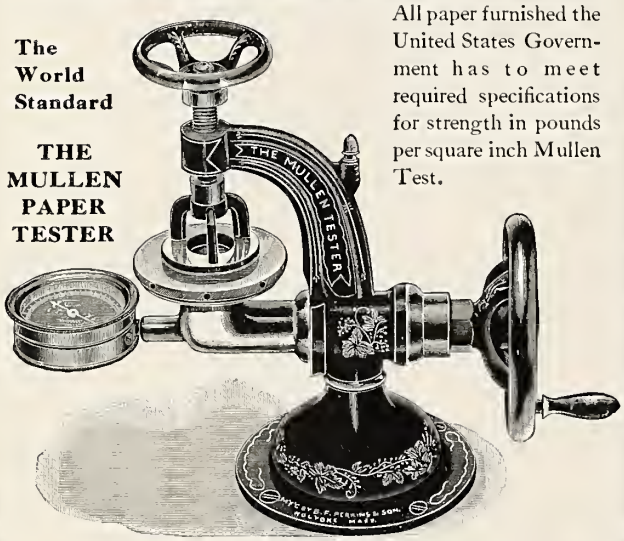
Know the True Quality of the Paper You Buy!

The careful and successful printer needs as a protection accurate knowledge of the paper he bargains for and sells to his customers.

All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.

The World Standard

THE MULLEN PAPER TESTER



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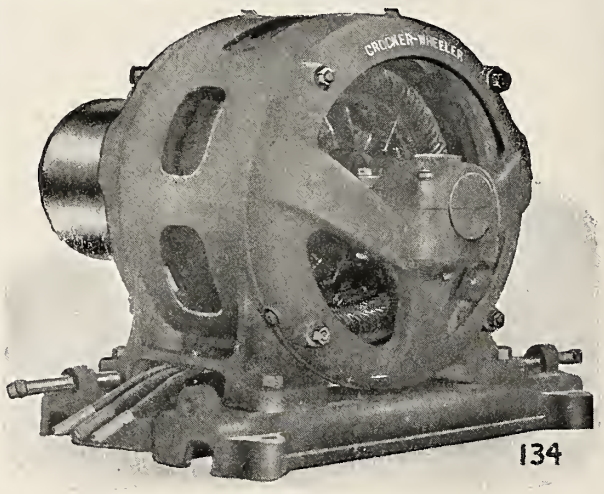
Sole Manufacturers

HOLYOKE, MASSACHUSETTS

European Agents: Parsons Trading Co., New York and London

Crocker-Wheeler Induction Motors

are designed for hard work and to give continuous efficient service under the most exacting conditions without skilled supervision. In other words, **they make good.**



Send for Pamphlet E, for detailed information

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DENVER DETROIT NEWARK NEW HAVEN NEW YORK
PHILADELPHIA PITTSBURG SAN FRANCISCO SYRACUSE

GEO. E. CRANE Pres't & Mgr. Phone Harrison 4377 JNO. DRURY Secy & Treas.

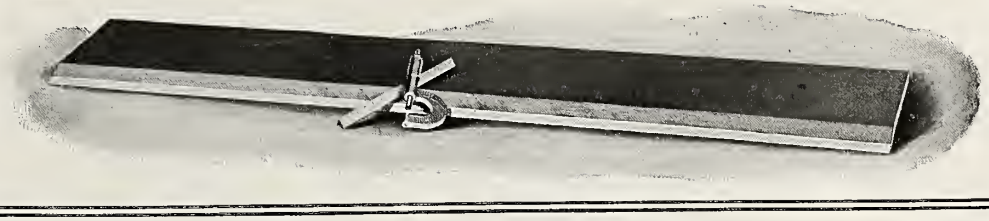
CHICAGO ROLLER CO.

MANUFACTURERS OF

PRINTERS' ROLLERS

618-620 SHERMAN ST. CHICAGO, ILL.

ESTABLISHED 1830



"COES"

MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

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DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

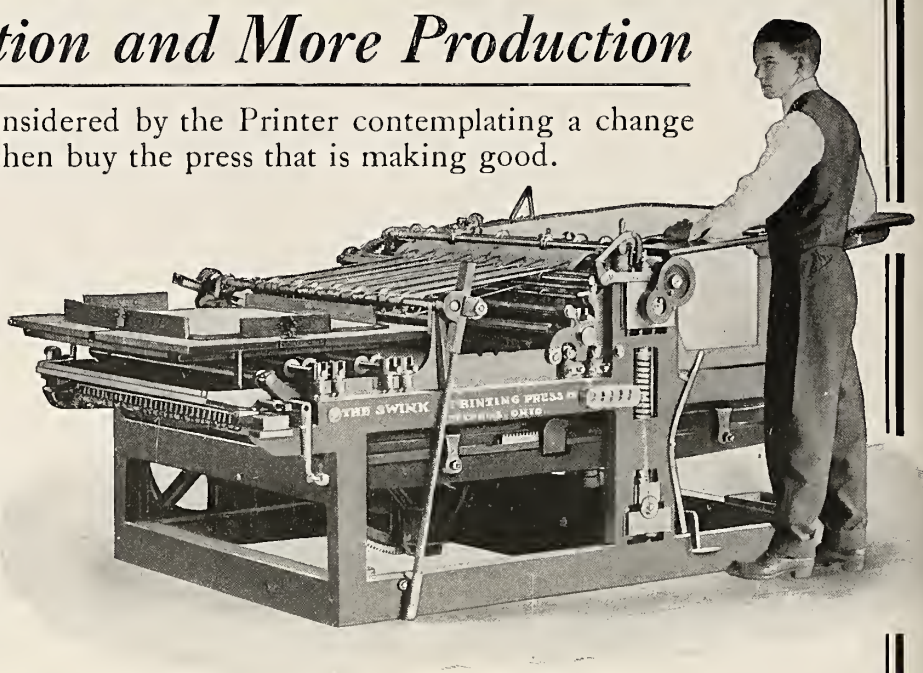
COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

More Satisfaction and More Production

are the two points to be considered by the Printer contemplating a change of Presses. Investigate—then buy the press that is making good.



The Swink High-Grade Two-Revolution Press

The SWINK press rightfully occupies the attention and interest of the printers because of its twentieth century facilities and efficiency. Its present achievement—what it has *done* and *proven*—is a safeguard to the prospective buyer.

High speed, perfect register, book-form or four-color work, and it is equipped with the best inking system. *Catalogue will be supplied upon request, or special representative will call and see you.*

The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO

The Juengst Gatherer-Stitcher-Coverer

The Only Three Machine Combination
in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

This Little Press Earns $9,000.00 a Year in One Plant

Is Your Entire Plant Earning This for You?

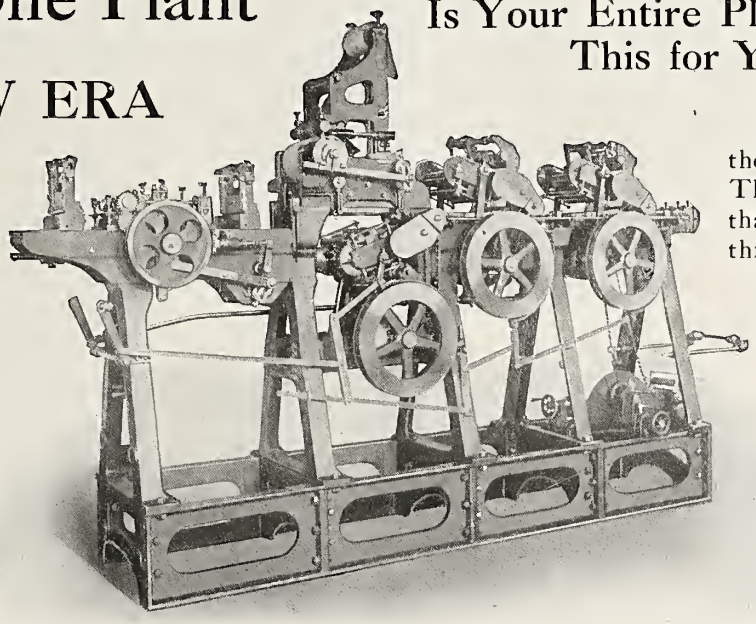
The NEW ERA

IS NOT a rotary.

IS NOT expensive to operate.

IS NOT hard to make ready.

IS NOT a costly machine.



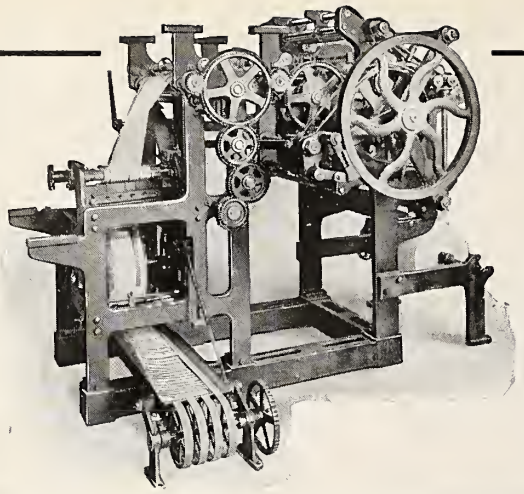
This is not unusual for the NEW ERA PRESS. There are several in use that pay for themselves three and four times a year.

Write us stating what your present equipment is and we will show you how this income can be reached by you.

Manufactured by The Regina Co., Henry Drouet, *Sales Agent*

217 Marbridge Bldg., 34th Street and Broadway, N. Y. City





Printers having long runs of various forms and special products can effect

LARGE SAVINGS

With our **ADJUSTABLE** automatic **PRESSES,** printing one or both sides in one operation with interchangeable delivery for sheet products delivered flat, folded or interleaved; or for roll products. Also numbering, perforating, punching, etc.

Write us for full particulars of presses suitable for your wants

MEISEL PRESS MFG. CO.

Factory: 944-948 Dorchester Avenue **BOSTON, MASS.**

JENNEY
UNIVERSAL TYPE MOTORS

ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO

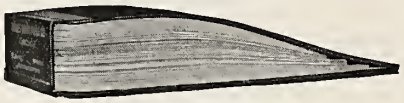
Jenney Electric Manufacturing Co.

GENERAL OFFICES **156 No. Dearborn St., Chicago**

FACTORY **Anderson, Ind.**

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

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Bankers Linen Bond

It is your guarantee to your customers that you are giving them the purest bond that can be made for their business stationery. The Bankers Linen Bond Water-mark is our guarantee to you, enabling you, in turn, to assure your customers that you are giving them the fullest bond paper value obtainable at the price paid.

The Bankers Linen Bond Water-mark is the sign that every sheet so marked is the finest quality our mill can produce — our pledge of a sheet that will not fade, that can not be easily torn, and that, in quality and service, will uphold the reputation for excellence which has become synonymous with the name Southworth.

Bankers Linen Bond is made of the highest grade materials, washed in purest waters — manufactured by skilled craftsmen — giving you the benefit of years of experience and the maximum of paper value at a reasonable cost. You can not use a better bond for every business correspondence job. And to help printers who use Bankers Linen Bond, we are advertising in SYSTEM each month to over 100,000 business firms — to probably 500,000 business men — all possible purchasers of commercial stationery. We are telling these customers of yours the true significance of *all three words* in the Bankers Linen Bond Water-mark — your safeguard against inferior imitations — and through this steady advertising we are making it easier for you to win new customers when your estimates specify Bankers Linen Bond.

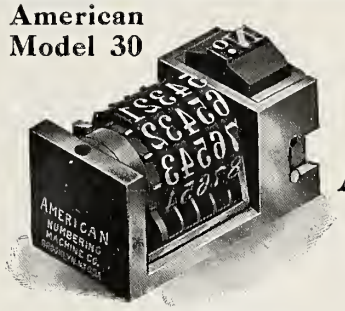
You can not use a better or more reasonable bond for every business correspondence job. It satisfies your customers — enables you to give them better letter-heads, and make more money. Let us send you samples of Bankers Linen Bond, and if you sometimes need a soft cream tint instead of a white paper, ask about Bankers Linen. But be sure you see samples NOW.

Southworth Company
Mittineague, Mass.

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Impression of Figures

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INKS THAT MAKE DIVIDENDS

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have a known value — an established standard for *quality*, and the "ANCHOR" trade-mark means a guarantee of the very highest quality. Have you our Specimen Book? It will interest you. Write for it.

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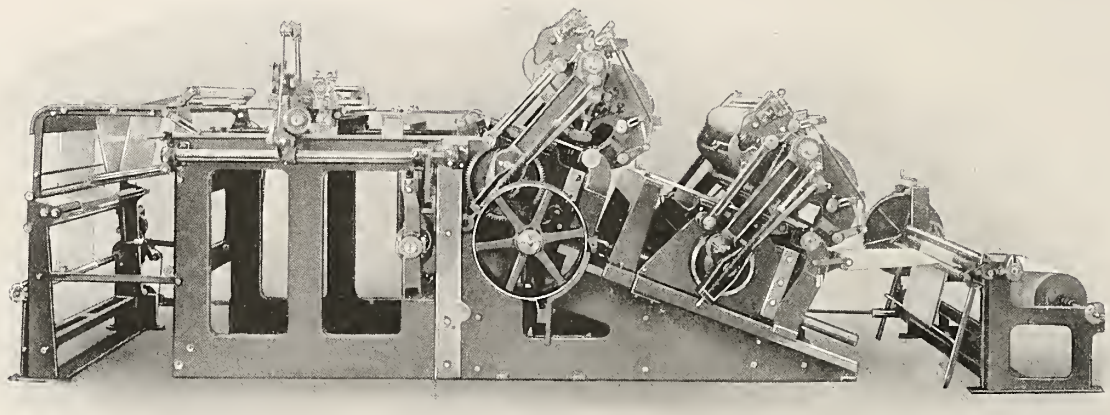
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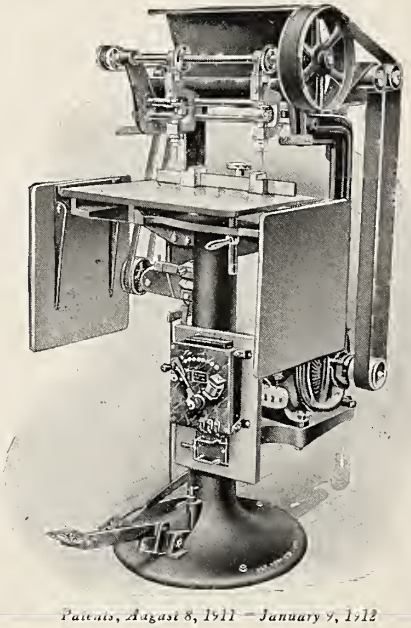
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THE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a ½ horse-power motor and is regulated by a combination of pedal at base of pedestals for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from ⅛ inch up, without clogging or bending the Cutters. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of 1¼ inches, in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to 2½ inches.

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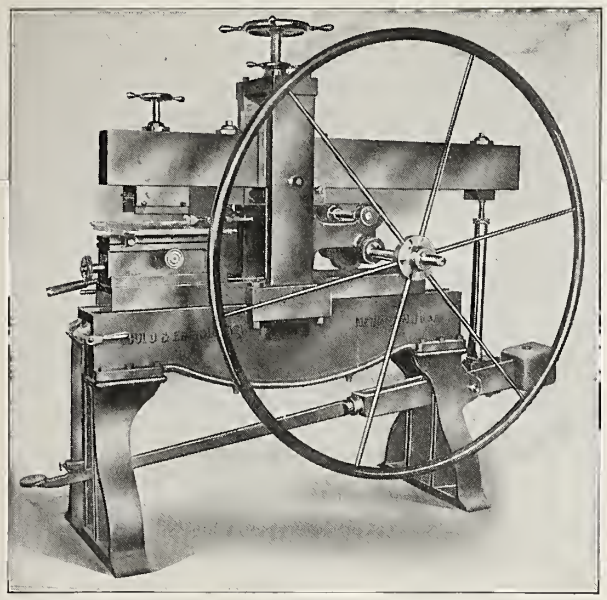
Patents, August 8, 1911 — January 9, 1912

This cut gives you an idea of its appearance and construction.

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No. 10333

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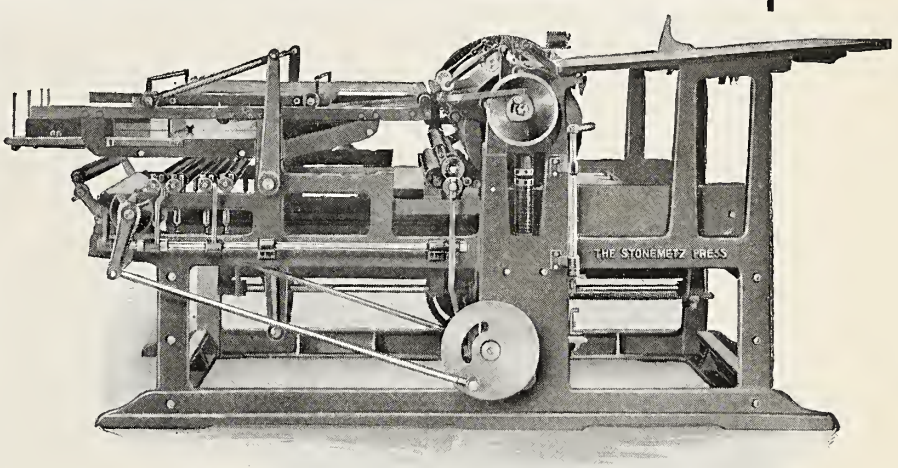
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PARSONS TRADING CO.

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LONDON BOMBAY BUENOS AIRES SYDNEY
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CAPE TOWN

Stonemetz Two-Revolution



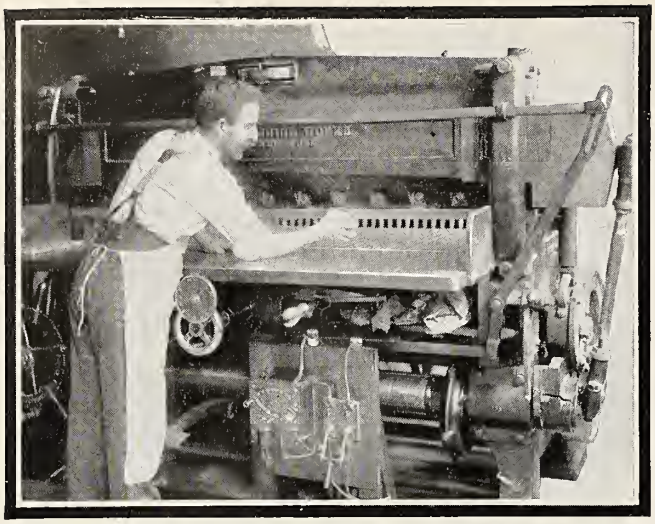
STONEMETZ *strength* is in its heavy frames and center girt, heavy bed and cylinder and the rigid manner in which the bed is supported throughout the line of impression.

Stonemetz *simplicity* is due to the elimination of every non-essential item. The one big factor in operation is the simple bed-driving mechanism—a true crank movement with positive, automatic air control. Throughout the entire printing stroke the bed and cylinder are directly geared together with but two bearings between. Easy, noiseless running at high speed and perfect register are the natural results—guaranteed.

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NIAGARA FALLS, NEW YORK
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Roberts Numbering Machine Co.

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FIVE-FIGURE WHEELS

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Size $1\frac{1}{2} \times \frac{15}{16}$ inches

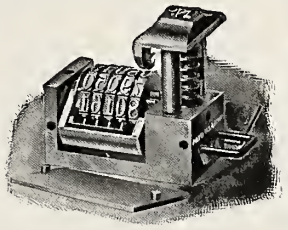
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View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



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PROMOTED!
From Printer to Advertising Man

The chief has just sent for this young man to promote him from printer to advertising man. The young man's knowlege of printing and type effects, plus his I. C. S. advertising training, make him particularly fitted for the new position.

Any ambitious printer can win a good position as advertising man, through I. C. S. help. *You* can. Advertising is work that you will like; and the I. C. S. way to learn how to do it will interest you immensely.

The I. C. S. takes you every step of the way —teaches you the science of type and layouts— shows you how copy is written for big national advertisers — how inquiries are followed up — illustrations made by commercial artists— mediums selected—catalogues and booklets written — sales increased — *everything* from borders to managing a national advertising campaign.

The way is easy. The I. C. S. way is endorsed by leading advertising men everywhere. All you have to do to learn how the I. C. S. can help you is to sign and mail the attached coupon to-day. Doing this costs you only the postage. You assume no obligation.

Send the coupon NOW

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

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A Quality That Leaves Nothing to Be Desired

When You Buy Coated Paper Isn't This Worth Considering?

¶ Think of the comfort and satisfaction in knowing where you can always secure an absolutely reliable coated—a coated with a beautiful, brilliant white surface that *will not pick*.

¶ VELVO asks nothing of the pressman in the way of favoritism—the ink doesn't have to be softened so that the surface will not pick—the surface of VELVO takes care of itself.

¶ VELVO ENAMEL IS MADE UNDER IDEAL CONDITIONS—which gives it an advantage at the start. Then with skill plus a mill that *is* a mill in the modern sense of the word, the finished product is equal to the highest quality test.

¶ The impression does not have to be lightened at the expense of loss of color in the half-tone cuts—they may be printed with a richness and depth equal to the effect of an engraver's proof.

¶ Do more than think about it—specify VELVO for your next catalogue and avoid that coated paper heartache.

West Virginia Pulp & Paper Company (Inc.)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:
Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

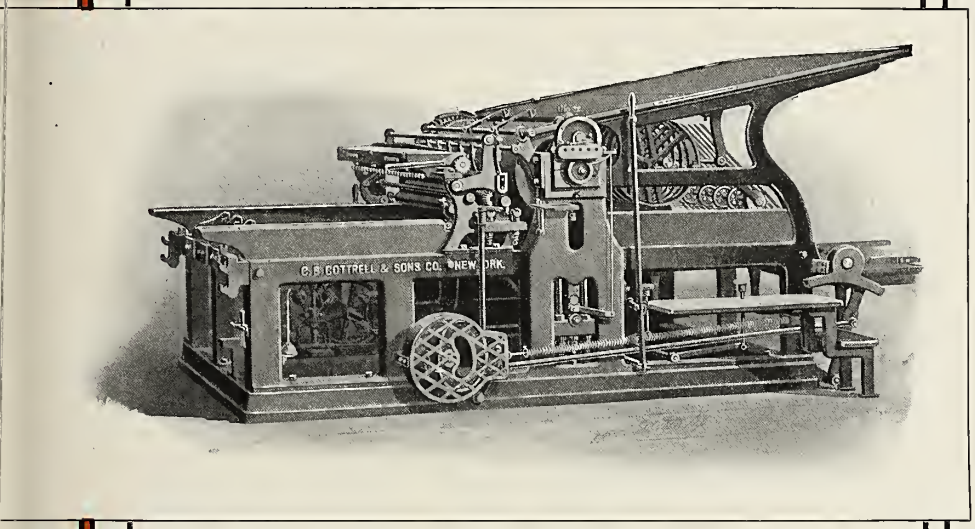
Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

7-Column Papers More Profitable

than six-column papers because they provide 18 per cent. increased space for reading and advertising without a corresponding increase in cost of publication. This has been recognized by the daily press in the larger cities for a number of years and it is now commencing to be taken up by the publishers in the smaller cities and the country towns. If your equipment contains a press large enough to accommodate a seven-column quarto sheet you can run a six- or seven-column page as circumstances require. In this manner you are able to take advantage of good times when merchants are advertising and news is plentiful, while at other times you can fall back to a six-column page when your advertising patronage does not warrant the extra space and in this way economize on the cost during dull times. A seven-column quarto press to prove profitable must be built to stand the racket and abuse incidental to newspaper offices where time is an essential, and at the same time the press must be capable of turning out a high grade of job and book work. The Cottrell Presses mentioned below have been designed to meet just these conditions and they are sold under a guarantee that makes them the safest investment a printer and publisher can possibly make. If you are still running a six-column paper on account of inadequate equipment in your press room you will be interested in knowing the total cost for installing one of our presses. We will be pleased to forward advertising matter and quotations

No. 8 "Paragon" Single Revolution Press

Size of bed 38½ x 54 for sheet 35 x 53 inches. This machine is the heaviest and strongest single revolution press made. The frame is mounted on a heavy iron bed plate having the front and back stringers and a heavy double center girt all cast in one piece. The side frames and tracks are made extra heavy and are mounted on the bed plate, the bed having two tracks and two extra wheel supports under the line of impression. The cylinder is extra heavy with an extra wide flange around each end. Every working part on the machine has been redesigned and strengthened until the machine represents the highest possible efficiency it is possible to obtain in a single revolution press. The press is equipped with the Cottrell patent air springs with automatic release, patent rear tapeless delivery, patent geared sliders, patent hinged roller frame, silent gripper motion, well fountain and patent power back-up.



No. 8 Cottrell Two-Revolution Press

WITH REAR DELIVERY

This press is especially adapted for newspaper work. It has a bed 38 x 55 inches and the form covered by two rollers is 34 x 51 inches. It is made with Rack and Cam Distribution only, rear reel or tapeless delivery.

This machine is especially designed for last operation and is ordinarily run at a speed of 1800 to 2000 impressions per hour. A number of users, however, are operating this machine at a speed of between 2400 and 2500 impressions, but Cottrell's guarantee does not go higher than 2000. This high speed is permitted by the short travel of the bed and the massive construction of the frame, the base plate and the center girt. The machine can be used on all classes of book and job work which is adequately covered by two form rollers. On newspaper work it will take on all sizes up to and including a 7-column quarto sheet and a 9-column folio.

Cottrell Presses

are designed and built to meet all requirements in executing high class work. If your specialty is high grade printing you should get proposals on Cottrell machines before making up your mind what to purchase. Write us what line of work you are doing or wish to do, and we will mail you a catalogue of a line of presses which will turn out your work with a minimum cost for labor.

Keystone Type Foundry

General Selling Agents

Philadelphia · New York · Chicago
Detroit · Atlanta · San Francisco

C. B. Cottrell & Sons Co.

Manufacturers

Works: Westerly, R. I.

25 Madison Sq., North, New York
343 So. Dearborn Street, Chicago

This page is set in Keystone's Lowell Series with Brass Corners No. 6459. Printed on a No. 5 Cottrell

6 Point Font $2 00 32 A $0 95 65 a $1 05

BOYHOOD DAYS OF JAMES RUSSELL LOWELL

One cannot conceive conditions more fortunate or charming than those of the boyhood and early training of James Russell Lowell. His father, the Rev. Charles Lowell, was minister of a large parish in the city of Boston for more than fifty years. Before James was born, Dr. Lowell had

8 Point Font $2 25 30 A $1 10 60 a $1 15

WAS ADMIRED AS A PUBLIC SPEAKER

Lowell spoke with absolute simplicity, with entire ease, and he really enjoyed public speaking. It was drawing near the close of the first quarter of a century that the "Lyceum System" came into

LOWELL SERIES

Patented in the United States and Registered in England



KEYSTONE TYPE FOUNDRY

Philadelphia New York Chicago
Detroit Atlanta San Francisco

10 Point Font $2 50 25 A $1 25 48 a $1 25

HE LECTURED FREQUENTLY

There grew up in that generation a habit of giving week-day lectures in New England meeting-houses, which

12 Point Font $2 75 22 A $1 45 42 a $1 30

PENNED WITTY SAYINGS

A much admired writer of poetry and prose, an opponent of slavery

14 Point Font $3 00 18 A $1 50 36 a $1 50

REVIEWING HIS WORK

It is not one sect nor another but all who $1234567890

18 Point Font $3 25 13 A $1 60 26 a $1 65

STUDIED NATURE
Derived Many Lessons

36 Point Font $4 25 5 A $2 35 8 a $1 90

HIS POEM
Read to Girl

42 Point Font $5 25 5 A $2 90 8 a $2 35

VIKINGS
Cold North

24 Point Font $3 50 9 A $1 80 17 a $1 70

LARGE HOUSE
Completely Buried

30 Point Font $4 00 7 A $2 15 12 a $1 85

FIRST YEAR
Soldier Revolts

48 Point Font $6 25 4 A $3 25 8 A $3 00

GUARD
Old Nails

54 Point Font $7 50 4 A $3 85 8 a $3 65

HIRED COACH
Make Good Time

60 Point Font $8 00 3 A $4 25 6 a $3 75

White ROSES

72 Point Font $10 00 3 A $5 30 6 a $4 70

BLUE Buds

84 Point Font $12 00 3 A $6 40 6 a $5 60

Side LINE

4 Point Rule No. 1004



THIS number of *The Inland Printer* will pay *you* as well as the last number paid *us* if you accept our invitation to write *now* for

Your Copy of The Buckeye "Traveling Demonstration"

Most of those who have already received it, say it is the most useful and suggestive display of cover papers they have ever seen.

It shows how other users and producers of printed matter have profited, and how *you* can profit, by using BUCKEYE COVERS in place of the more costly stocks you *think* are necessary for your high-grade work.

Buckeye Covers are now made in 16 colors 4 finishes, and 4 weights

Sample Book No. 1 shows SINGLE THICK weights in three finishes.
Sample Book No. 2 shows DOUBLE THICK and RIPPLE FINISH.
Either book, or both, with the "Buckeye Proofs" sent free on request.

BUCKEYE DEALERS

Baltimore	Dobler & Mudge
Boston	The Arnold-Roberts Co.
Buffalo	The Alling & Cory Co.
Chattanooga	Archer Paper Co.
Chicago	James White Paper Co. J. W. Butler Paper Co.
Cincinnati	The Chatfield & Woods Co. The Diem & Wing Paper Co. The Whitaker Paper Co. The Cincinnati Cordage & Pa. Co.
Cleveland	The Union Paper & Twine Co. The Central Ohio Paper Co.
Columbus	The Central Ohio Paper Co.
Dayton	The Keogh & Rike Paper Co.
Detroit	The Union Paper & Twine Co.
Des Moines	The Carpenter Paper Co.
Denver	The Peters Paper Co.
Indianapolis	C. P. Lesh Paper Co. Indiana Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Zellerbach Paper Co.
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Milwaukee	The E. A. Bouer Co. Standard Paper Co.
Minneapolis	McClellan Paper Co.
Montreal	Howard Smith Paper Co., Ltd.
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New Orleans	E. C. Palmer & Co.
New York	Henry Lindenmeyr & Sons 32-34-36 Bleecker Street
Oakland	Zellerbach Paper Co.
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Philadelphia	Garrett-Buchanan Co.
Pittsburgh	The Alling & Cory Co. The Chatfield & Woods Co.
Portland, Ore.	Pacific Paper Co.
Richmond, Va.	Richmond Paper Mfg. Co.
Rochester	The Alling & Cory Co.
St. Louis	Graham Paper Co.
St. Paul	Wright, Barrett & Stilwell Co.
Salt Lake City	Carpenter Paper Co. of Utah
San Francisco	Zellerbach Paper Co.
Seattle	Richmond Paper Co.
Spokane	John W. Graham Paper Co.
Winnipeg	John Martin Paper Co.

FOREIGN SELLING AGENTS
Henry Lindenmeyr & Sons, London, England



DEPT. B

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848



MEN AND MEASURES

Measures, not men,
Our purpose high:
Yet men for the
measures,
Lest the measures
die!

A·H·McQuilkin

Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Trades

TERMS: United States and Canada, $3.00 a year, in advance. Foreign, $3.85 a year.

Vol. XLIX MAY, 1912 No. 2

SUMNER'S SALESMANSHIP

No. I — By Albert Ward Dippy

THE senior and junior partners of the firm of Swift & Freer, commercial printers, were in financial difficulties. True, the pressroom was working overtime, and the composing-room seemed busy, but when pay-day came around there was a constant skirmishing for cash to meet the pay-roll, and the remarks of the supply men were becoming pointed.

For some time they had realized that an abundance of work did not necessarily mean large profits, especially as they had bid unusually low on some of it to get ready money to meet pressing creditors. Swift, through misguided economy, had weeded out the best compositors and pressmen on the plea that they could not afford to pay more than the scale, thereby greatly reducing the quality of work. As a direct result of this shortsightedness there were vigorous protests from two of the firm's best customers on account of mediocre work, ending with promises of "five per cent off for poor work," thereby wiping out the very small percentage of profit on the jobs.

Matters were fast reaching a crisis, and one morning the partners were discussing ways and means of saving the business.

"This will help some," said Swift, the senior partner by two years, handing over a mass of manuscript and photographs. "Wallace had a hard time landing this, and we were compelled to underbid Bates & Co. twenty-five dollars, but we will more than save on the presswork what we lose on the composition."

"Yes, that's just the trouble — has been all along — always underbidding and robbing one department of its profits and saying it doesn't pay, and saddling the difference on another department;

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

and then we try to delude ourselves into the idea that we are business men!"

Freer looked over the figures prepared by the salesman, also noted the numerous complicated tables and close-register cuts. There was a frown on his face as he asked, abruptly:

"What did Wallace quote on this?"

"Seven hundred and fifty dollars — one hundred and fifty a thousand."

A low whistle escaped the junior partner as he drew an estimating pad toward him. For a time there was silence as he entered item after item. Then he threw down the pencil so forcibly that the point broke. "How long are we going to let this half-baked solicitor hand us lemons like this?" he snapped.

"Why — why — "

"There's no 'why' about it. We can't do this job for less than $875 and come out even, let alone make a profit. I, for one, think it's about time we let Wallace out. It has been my impression for a long time that he has been unloading jobs on us that have been hawked all over town for low figures — and we're the ones to get stung! Now he says Bates & Co., with their finely equipped catalogue plant, offered to do this job for $775. It's about time printing salesmen called that bluff. I'm going to see what Bates & Co. actually bid on this job."

Taking down the receiver he soon had Bates & Co. on the line.

"Mr. Bates — this is Freer talking — we have a catalogue here of the Textile Specialty Company. They tell us you bid $775 on the job. Five thousand, you know; text dark gray, with three-color illustrations. Eh, what! You didn't? Well, I'll be blanked!"

"How does that strike you," he growled, as he hung up. "They didn't even bid on the job. Benson pulled the wool over Wallace in fine shape! We stand to lose $125 on the job, just because we have a gullible salesman that falls for every price bluff handed him. It's — "

"Good morning, gentlemen!"

The crisp, cherry salutation came from a young man who had entered unnoticed during the discussion.

The partners looked up, half-foolishly, half-guiltily, each wondering how much of the discussion had been heard by the newcomer, but the frank, magnetic eye of the young man discounted their fears, and the junior partner grudgingly returned the greeting.

" It would be useless to say I did not overhear your remarks about that catalogue, but you may depend on my discretion. Mistakes like that often happen in *our* business."

The partners exchanged glances at the word " our," wondering if this was one of their competitors to whom they had unconsciously laid their weakness bare. But the stranger continued:

" That is just what I dropped in to see you about. By force of circumstances I am compelled to spend the next two years in this city, and I want to connect with a live, modern plant as a salesman. Not an order-taker, but a real salesman. My natural modesty doesn't prevent my saying I have some ideas on printing salesmanship radically different from the average salesman. I believe in giving the customer more than mere printing for his money, and I have found in my home town that it pays."

The young man paused to note the effect of his long introductory speech on the two men. Swift's look was sarcastic, but Freer was very much interested. He was wondering whether an all-observing Providence had sent this young man to pull the firm out of the financial hole it was in.

The senior partner answered, and his words were indicative of his usual train of thoughts. He was not only a pessimist, but an ultra-conservative as well.

" Oh, we have a man on the street now, and don't need another — the one we have is losing our customers fast enough. There's no use trying new stunts in this town — the business men won't stand for it, and the advertising managers know more about the cost of printing than any salesman we have ever had. Wallace has to cut on every order we get from the big people to get any recognition at all. The town is cut to pieces — "

Swift stopped suddenly, somehow feeling unaccountably uncomfortable. Was the stranger laughing at him, or was that pucker of the strongly knit jaw just an accident at the time he mentioned price-cutting? The look passed in a moment, and the momentary flash in the clear, gray eyes indicated an opening of the very kind desired.

Freer was an intensely interested listener and was thinking hard, but let his partner do the talking.

The stranger's next words caused the senior partner to wince. This was a sore point between the partners. Freer had long advocated an advanced cost system, but Swift had put off its installation,

not realizing that it was a saving, not an expense, to get accurate cost figures.

"I don't want to knock any man who has to work for his living, but this catalogue error is inexcusable. What does your present salesman know about printing — not about typesetting and press-work, but about cost? Does he know anything about the items — *your* items — that enter into your costs? Can he actually estimate the time required or does he just guess or take his competitor's figures as a criterion, as he did in this case? By the way, *do you actually know your own costs, based on money invested and actual production?*"

The rapid firing of questions was like the spatting of a Gatling gun, and every shot went home. Swift's brow clouded and he was about to rebuke the audacity of the speaker, when Freer broke in with a resounding whack of his fist on the desk.

"He's right! Wallace is a mere order-taker. He follows, where he ought to lead, the customer, and he knows no more about our actual costs than — than we do! He's got to go. This catalogue is his swan song. It's to the interest of the business that we get some new blood on the street."

"But — but he is willing to work for low wages. We will have to pay a better man more money," Freer expostulated in a low tone in his partner's ear.

"Yes, we will; but if we keep on taking in Wallace's work we'll have to shut up shop. I am for giving this man a chance to prove his words. He looks good to me."

"So as not to run any risk of disappointment, suppose you give me a try-out?" said the stranger, quietly. "Perhaps on looking over this catalogue I may be able to suggest some ideas that will secure a better price for it — one that will leave a fair margin of profit."

Swift smiled grimly. He could ask no better trial. Well he knew the manager of the Textile Specialty Company. Even Freer's face expressed little hope.

"My card, gentlemen." And the stranger laid a neatly engraved business card before them.

"G. L. Sumner, Advertising and Salesmanship," it read.

Freer noted that word "Advertising" and it seemed to give him more confidence in the man. Surely the man that sold catalogues would be much better equipped if he had a knowledge of advertising,

for what were catalogues but advertising literature? His thoughts were interrupted by the stranger's next words:

"If I succeed in getting a profit-paying figure for the catalogue, I add your firm-name in the lower left-hand corner of this card, and my name on your pay-roll at fifty dollars a week?" It was more of a statement than a question.

There was something compelling in the voice and personal magnetism of G. L. Sumner that few could resist. After a moment's consultation, the partners agreed. Sumner was assigned a small private office to work in, and facilities placed at his disposal to secure the materials he required.

Late in the afternoon, after spending four or five hours over the manuscript and photographs, Sumner laid before the manager of the Textile Specialty Company a rough dummy, and some equally rough sketches, showing various groupings of cuts.

John Benson was noted as a hard man for salesmen to handle. "What's this?" he demanded, irritably. "I want an exact reproduction of last year's style, with the new copy and plates. By the way, you are not the man I gave the order to?" he asked, suspiciously.

Sumner essayed no reply, and Benson continued:

"Well, if you people don't want to do the job the way I want it I'll send it over to Bates & Co. They are willing to give me what I want." And he made a pretense of reaching for the telephone, but stopped with an angry frown that turned into a smile of grim amusement at the salesman's slightly drawled words:

"At a mythical figure of $775?"

"I see you've had your eye-teeth cut, young man. Well, what have you to show me?"

This was the opening Sumner was waiting for — when the customer actually asked for information.

"In looking over your catalogue copy this morning," he said, "I noticed a number of points that apparently got by you, due to your time being occupied by other matters. As an example, the introductory remarks of a catalogue appeal to the customer's eye first on opening the catalogue. They are, therefore, an important advertising feature. The introduction here is short, and while it is to the point, appears harsh and abrupt. It may have a tendency to irritate the reader and influence him against further reading. I have taken the liberty to rewrite it. Would you be interested in seeing my effort?"

Sumner laid down several neatly typed pages.

Benson ungraciously glanced at them. This was a rather forward young man that dared criticize his own copy. "I was in a great hurry when I dictated that, but I guess it's all right. It brought the business last year."

"Probably it did, but you will notice I have mentioned several new features you have added to your catalogue that you have omitted in the introduction. These items mentioned in the introduction may lead to more sales."

After a careful reading of the pages, Benson's face relaxed. "Say, young man, I couldn't have done better than that myself, no matter how much time I took. If that don't compel a reading of the catalogue, nothing will." And he started to tear up the original copy of the introduction.

"Just a minute, please." The voice was persuasive yet commanding. "Let us look over the balance of the catalogue first, before we destroy any copy. Now, I have arranged the typographical style of the text-pages, giving prominence to certain features that appeared to me to be important selling points, so that they will stand out strong and impressive, yet in perfect harmony with the style of the page."

"A good idea. Say, you've certainly got that fellow Wallace going some," broke in Benson. "Why didn't he suggest these things?"

Sumner wisely made no comment. Instead he continued as if there had been no interruption. "Now, as to these big page cuts. A careful analysis of these leaves me in doubt as to the necessity of so many full-page engravings. Why not use full pages only for the important features and group the balance five to a page? This will cost more per page, but will make at least sixteen less pages of cuts, and concentrate the reader's attention. Here is my idea" — showing the group sketches. "Incidentally, this eliminating sixteen pages will also reduce your mailing two cents per copy or $100 on the job."

By this time Benson was all attention. His keen eyes took in every detail and his analytical mind approved. Here was a printing salesman after his own heart. It was a pleasure to talk to him.

"There are one or two other items," Sumner continued. "While we do not furnish them to you I noted by the odd size of your catalogue that you had to use specially made envelopes. I have trimmed

the size down to standard and you will save material on this item, as well as making your catalogue easier for your customers to file. Do you approve?"

"Decidedly so. It's a wonder I didn't see that myself."

"Now, as to the cover," continued Sumner. "You have a particularly fine photograph of a novel design here. Is it something new?"

"Yes, an idea of my own, and bound to attract a great deal of attention, as it has strong selling features. Anything you can do to emphasize it will be appreciated."

Sumner's gray eyes flashed. Here was his trump card — and Benson was *personally* interested. Nothing could have been better.

"My idea is to make a half-tone in colors of this design to cover both the back and front covers. To have a mortise on the lower half of the front to contain a cut of your building, and woven into the design at the top the title of the catalogue in cleanly cut, readable lines of lettering."

Benson sprang to his feet. "Fine! young man. Great! Say, I think we had better increase that order to ten thousand while we're about it."

"At $200 a thousand," softly.

"What!"

"At $200 a thousand," repeated Sumner, looking his companion full in the eye.

"But that is $50 per thousand more than the figures Swift & Freer quoted, and you have cut out sixteen pages and reduced the engravings."

"True. The difference is for the increased selling value — and brains."

"Well, you've got me. It's a bargain — but you must deliver the goods up to the standard you've laid down."

"All right. You may tear up the old copy now if you care to."

(To be concluded in the June issue.)

RESOURCEFULNESS

The quality of resourcefulness is to a certain extent inherent in some minds — just as other good qualities are. Such qualities lie dormant — their possessor may not be aware of them, until they are quickened by a demand for them; then they are developed and ripened by experience, by reflection, and by diligent practice of the powers of observation. The resourceful man sees a problem from all sides, selects the most practical method for the occasion, and his powers are developed as his works increase.— A. H. McQuilkin.

THE OLD ROMAN ALPHABET

Williams Welch, Signal Corps, U. S. Army

THE letters of the alphabet are believed to have originated in ancient Egypt as abbreviated forms of hieroglyphics which changed at some period from the graphic representation of ideas to the written expression of sounds. They found their way to the Phœnicians,* who adapted them to their language and method of writing and gave them to the Greeks about the tenth century B. C. These refined and artistic people made a few changes and additions and developed them into a most superior alphabet by making each letter differ as much as possible from all the others, and they increased this difference by using both capital and small letters.

The Romans took only the capital letters from the Greeks, because they were more uniform than the small letters and consequently their appearance was more pleasing when they formed words. In attempting to enhance their beauty, the uniformity was increased by making them all the same height and as nearly alike as possible in the details of their construction; but the proportions were not made the same and there remained conspicuous irregularities in the methods of spacing them in words.

The widths of these letters in three examples are compared in this table:

COMPARATIVE WIDTHS OF OLD ROMAN LETTERS

	A	B	C	D	E	F	G	H	I	K	L	M
Roman Forum	.77	.47 .60	.90	.89	.50	.55	.90	.67	.11	.65 .69	.47	1.20
Trajan Column	.80	.42 .55	.86	.89	.40	.40	.85	.65	.10	.65 .69	.48	1.05
Letters and Lettering, F. C. B.	.85	.52 .62	.83	.83	.47	.49	.86	.65	.12	.61 .69	.50	1.05
Average	.80	.47 .59	.86	.87	.46	.48	.87	.66	.11	.64 .69	.48	1.11
	N	O	P	Q	R	S	T	V	X	Y	Z	
Roman Forum	.80	1.00	.60	1.00 1.15	.60 .92	.52	.80	1.00	.67 .70	.70	.72 .82	
Trajan Column	.80	1.00	.50	.92 1.30	.50 .82	.50	.78	.80	.57 .64	.75	.70 .80	
Letters and Lettering, F. C. B.	.84	.99	.52	1.00 1.33	.54 .90	.51	.73	.91	.68 .82	.78	.74 .81	
Average	.81	1.00	.54	.97 1.26	.55 .88	.51	.77	.90	.64 .72	.74	.72 .81	

*Memoire sur l'origine Egyptienne de l'alphabet Phenicien. Paris, 1874.

The first is from the Roman Forum, the second from the Trajan Column, erected about 114 A. D., and the third from a collection of rubbings shown in F. C. Brown's book on that subject. The last is the average of the three. Their height is the unit of measure. Where two figures are given,* one is for the upper part of the letter and the other for the lower. The average height of the center of the middle line of A, G, P and R is found to be .45 from the bottom, E, F and H have it .52, and B as high as .55.

The widths of the letters in this alphabet are the average of those given in the preceding table:

ABCDEFGHIKLM
NOPQRSTVXYZ

Their details are the mean of those found in a number of typical old Roman inscriptions, except the distinct variants of M and N, which had ceriphs (horizontal lines) at the top.

The best of these inscriptions show the points of A, M, N and V extended slightly beyond the others, and the round letters C, G, O, Q and S carried slightly above and below them also, to correct an optical deception which causes the pointed and round letters to appear too small when made exactly the same height as the straight square-topped letters. The top and bottom horizontal lines of B and D and the top ones of P and R are sometimes swelled out as far as the fine lines of the round letters. The thick curved parts of the letters are slightly wider than the thick straight parts, although they appear to have the same weight. The lower part of most of them is heavier and wider than the top, and all are inclined very slightly to the left, although they appear to stand exactly vertical and to be symmetrically balanced.

The spacing of these letters was made rather close, but is not found to be entirely uniform and often varies noticeably, even in the same line of an inscription. For an average, the space between

*The width is of the body of the letter without the ceriphs.

straight, vertical letters, like HIL, was made equal to the width of three stems; between straight and round ones, like DIO, it was equal to two; and between round ones, like DOC, it was equal to one. This table gives the correct spacing throughout the alphabet:

WIDTHS AND SPACING OF ALL ROMAN LETTERS

2 A 3 80	4 B 2 86	4 C 2 86	18 D 4 87	19 E 12 46	18 F 5 48	4 G 8 87	19 H 19 15
19 I 19 11	64 20K 3	19 L 5 48	14 M 14 111	14 N 14 81	4 O 4 100	19 P 4 54	4 Q 4 97
55 20 R 17	10 S 11 51	0 T 0 77	2 V 2 90	5 W 2 117	6 X 6 72	5 Y 5 84	5 Z 6 31

Under each letter is given its average width and on each side its normal spacing. The spacing shown on the right of any letter is added* to that given on the left of the next one. When spaced according to these values all the letters in a word appear to stand equally distant from each other, as in this line:

OLD STYLE ROMAN

When this interval brought two letters, like LA and RA, too close together, the two were either left too far apart for the others, reduced in width, made to overlap, or one was carried above or below the others. This trouble can be avoided by placing the two letters as close together as looks well, and then increasing the spacing of all the others an equal amount, as in these words:

LAW LIBRARY

The ancient Romans had no J or W and they made U and V exactly alike. In the early Church inscriptions a long I was used

*The spacing for L is shown as minus and is subtracted.

for J, but at a later period the lower part extended below the other letters, was curved very slightly to the left, and terminated in a small ball. Two overlapping V's were made for a W (double-U).

At the present time these letters and the Italian or French Renaissance, which were derived from them, are used for the inscriptions on classical buildings and monuments and are usually placed so as to form part of the decorative ornament. They are also used for artistic signs, but are not the best kind for any place where the greatest degree of legibility is essential. Their slight irregularities, however, make them much more legible than the modern Roman capital letters.

THE PAPER FOR THE JOB

No. I — By F. James

IT was evident that the customer was not at all pleased with the programs which the printer had just delivered to him.

"Don't you know better than to use that kind of stock on a program of that character?" he asked.

The job in question was a program for a colonial entertainment and dance, and the printer had selected for it a nice piece of highly coated paper.

"Well," he said, "that is the best coated paper we have. It costs 11 cents a pound."

"It is not a question of the cost of the paper, or of its quality. I don't care particularly for a better paper, but I want a *different* paper. The idea of printing the programs for an entertainment at which everything will, as far as possible, be of the style prevalent at a certain period, upon a paper which could not by any stretch of the imagination be associated with that period, for the simple reason that it was then unknown, is preposterous."

The printer had not given much thought to the question of the appropriateness of the paper. Stock was stock, and if it was good enough for one job it was good enough for another.

In accordance with the custom all too common in many printing-offices, he had devoted all his attention to the typography and press-work. The stock had received no consideration whatever.

"Now," said the customer, "what I want is a piece of work that

has *character* — a piece of work that will at once convey to the person holding it in his hand and reading it something of the spirit of the occasion for which it is intended. You can, to a certain extent, do that by the typographical arrangement which you have used. But you can, if you choose, do infinitely more along this line by the use of a suitable paper. You printers continually overlook the thing which is frequently the most important. You have typography, presswork and stock as your essentials in presenting the subject to the reader, and yet you take into account the first two only — anything will do in the way of paper. And this in spite of the fact that you can put character and distinctiveness into a piece of work quicker by the use of an appropriate paper than you can in any other way."

And the customer was right — and most of us know who the printer might have been, too. For hardly any of us get the full value out of our opportunities for the making of characterful printed matter by the judicious use of paper.

And the more the printer thought about it the deeper the proposition grew. A consideration of the proper paper quality naturally led into the question of the proper color of paper, the relation of the ink to the paper, the relation of illustrations to the paper — and so on, until the stock question, hitherto regarded as a minor matter, loomed up large in his ideas of high-class printing.

He even went so far as to conclude that the question of the stock should be determined before the type was selected or other details arranged — at least in jobs containing no illustrations. This was an unheard-of thing in a shop where the question of stock had been left until the last thing — sometimes being decided after the form was on the press.

This attitude of the printer toward the question of stock is more general than one would think, and we are not getting the results which a careful study of the relation of paper to job would bring.

In the consideration of paper as regards its appropriateness for certain classes of work, we would divide it roughly into two classes: antique papers and coated papers.

That the coated paper has a most important place in modern printing, none will question. The requirements of latter-day reproductive processes, with their fine-lined half-tones, necessitate a paper of the smoothest printing surface — and this demand has been met in the highly coated stocks which are now at the printer's command.

He should not forget, however, that these coated papers were designed solely to supply this demand for a smooth printing surface. As to finish, "feel," and the impression which they create, they do not compare with the antique papers, and their use for purposes other than that for which they were designed — the printing of half-tones — should be avoided. The piece of printing which consists of type alone or type in connection with line decoration or illustration should always be put on a background of antique stock or possibly a plated surface. The coated paper, with its reflective qualities, is not pleasing to the eye. Especially is this noticeable under artificial light, and if one has ever had occasion at an evening entertainment to hold in his hand a program printed on highly coated stock he will at once recall the unpleasant sensation caused by the reflection of the light.

And so this is the first general step in the consideration of the appropriateness of the paper — if the work contains half-tone illustrations, use coated stock; if it is printed from type, with the illustrations or decoration in line, use an antique stock.

(To be continued.)

SHOP EFFICIENCY AND EQUIPMENT

By R. O. Vandercook

AN equipment too great in quantity but deficient in quality is the cause, in many a shop, of the unsatisfactory showing made in the cost-of-production records. The pruning-knife needs to be applied to the printing-plant fully as often as to the grapevine, and the dead, vitality-destroying material cut off, that the plant may produce lusty fruit.

In the printing-plant every case of useless type, every defective machine, every bit of worn or imperfect material, is a continual tax on its financial vitality. Not so much from the space occupied, but from the fact that every piece of material or machinery demands more or less attention and absorbs time whether it is producing anything of value or not. Many a dollar's worth of valuable time has been lost because worn material has been mixed with good. Many a dollar has been wasted in make-ready because of a worn press. Many a dollar has been wasted in the time of a run because of some easily corrected defect in the press.

Shop equipment is a big subject. Let us get busy for a time on one department — the job-press department. Listen to this conversation between a business doctor, hereinafter called D, and a printing-office boss, hereinafter called B.

D — "I find that during the past week your six presses, with three feeders and one Gordon pressman, have not produced, all together, 1,500 impressions per hour. You work nine hours a day or fifty-four hours per week. Your total output for the week is less than 70,000 impressions. Your labor cost for pressman and feeders was $38. This makes the average labor cost for your Gordon presswork more than 50 cents per 1,000."

B — "But last week was not a fair average week. We had no long runs, but a lot of hard forms requiring long time in make-ready."

D — "I must take things as I find them. I believe, with the proper equipment and system, with the same feeders and pressman, the labor cost would have been less than 25 cents per 1,000 for the identical work you did last week. I mean also that the same high-grade work would have been maintained."

B — "I can't believe it, but I want to be shown."

D — "I find that there is not one of your Gordon presses but that has the platen cam badly worn. Jobs that on a firm, rigid press would require only a few minutes for a good make-ready now take your pressman, who is a good man, half an hour or an hour to make ready. If your pressman had not been as good as he is and able by skilful make-ready to overcome the defects of the presses, the poor work would have brought the condition of your presses to your attention."

B — "Then I shall have to buy a lot of new presses. But, as you said, the quality of work seemed so good that I thought, of course, the presses must be all right."

D — "No, you will not have to buy new presses, though it would certainly pay you to do so rather than run your presses as they are. I am sure that four rigid and firm presses will do nearly double the amount of work that is turned out by your six worn presses. It is not necessary for you to go to the expense of new presses. It is now a comparatively small expense to fit in new cam wheels and mill out the cam ways, and this is the major repair that your presses need to put them in as good working condition as new presses. New grippers and new impression screws are also needed on some of the presses, but they can be furnished at a small expense. If a press

is firm and rigid under impression, it seldom is necessary to touch the impression screws. True up the platen and lock the impression screws firmly. Give more or less impression by using more or less hard tympan. It is only on rare occasions that the impression screws will have to be touched."

B — "You say my pressman is a good man. Then why did he not call my attention to these facts?"

D — "The man who never complains of the tools furnished him and is never hunting excuses for poor work and does his best to get good work out of the material furnished him is always a better man than one who is always trying to excuse himself by blaming his tools and is continually running to the boss with expense requisitions. The management should know that the tools are in good condition. A manager who does not inspect all details of his plant should get out of the business before the sheriff gets him. You should have seen the defects pointed out in your job presses just as soon as your pressman. How could he know but that there was some reason, which was none of his business, why you did not want the obvious defects corrected? If nothing else, your time records should have told you that something was wrong, and it was up to you as manager to make investigations rather than to expect the workmen to act as talebearers. A competent management will have to ask but very few questions; but don't hesitate to ask your men questions. A good man will give straight and valuable replies to pertinent questions when he would never talk unless requested to do so by the one who has the right to ask the questions."

B — "I expect my foreman is competent to attend to all those matters of detail."

D — "That reminds me of an advertisement I once saw for a foreman. The advertisement was a long one, stating just what ability the required foreman must have and what was expected of him. The editor of the paper in which the advertisement appeared commented on it, saying that all such men were not hunting jobs as foremen — they were all successful managers of their own shops or receiving a manager's salary from some large firm which could afford to pay them what they were worth. You, as manager, give your general orders to your foreman. His job is safer if he follows your orders than if he is continually arguing with you. One of your general orders is that a press proof of every job be submitted to the proofreader and foreman, who are both on another

floor and away from your Gordons. You gave this order to insure a better grade of work. Your foreman would consider himself 'fresh' if he should intimate to you that you had not the intelligence to see that the time of holding the press, the time of correcting press-proof revises, of making changes in the form after it is made ready, costs a lot of money. If he thinks of it he will probably dismiss the subject with the mental comment, 'Well, if it does cost a lot of money I guess it is worth it, for the boss must have a good reason for doing it.' If you had a modern proof press in your composing-room, all this time for press-proof revises could be saved. Under your mallet and planer and Washington-hand-press method of proving, it is impossible for your reader to detect bad material.

"Let us follow the course of one of your large Gordon forms. A corrected proof is pulled on your Washington, on fine, smooth, enameled paper. The comp. gives it enough squeeze to bring it all up. The spongy packing on the Washington and the kind of paper used for proof will bring up stuff that the most skilled pressman can not properly print on the hard paper the job is to be run on when the form is on a regular press. The form is O. K.'d by the customer, locked up, and sent downstairs to the press. Your pressman works on it an hour or so, doing his best to get the effects that he knows will be required. He sends up a press proof. The proofreader and foreman go over it. They know that if it were possible to bring up properly on the press all the material in the form, your pressman would have done it. The form is ordered back to the composing-room. The imperfect material is picked out and a hunt made for material that will do. The form goes back, and another hour or so is taken for change in make-ready. The value of time in changing defective rules and type in a form after it is locked up is much more than the cost of new and perfect material. With the proper system of proving in your composing-room, all defective material can be detected on the first proof and the said defective material thrown immediately into the hell-box, where it belongs. Good pressmen may spend several times the value of the letters or rules in time in bringing them up on the press so that they look pretty good. These letters and rules get thrown back into the cases to keep on sucking time and money until so badly worn that the pressman's skill can not make them do."

But we are getting into the subject of composing-room equipment, which will be taken up at another time.



Every heart this May morning in joyance is beating
full merrily

FROM A PAINTING OF THE DEUTSCHER SCHLOSS, JACKSON PARK, CHICAGO

By O. A. Hake, Palette and Chisel Club, Chicago

Engraved and printed by The Henry O. Shepard Company, Engravers, Printers and Binders, 632 Sherman Street Chicago.

Editorial

In this day and generation the candidate for office must get in close touch with a good printer if he hopes to be in the running.

Many new processes have been introduced to the graphic arts in recent years. But the most important, probably, is the process which ascertains the cost of the other processes.

Building a business does not mean "working up a trade." Many printers who are loaded down with work have failed miserably in the building of a business — for there is little *real business* where there is little *real profit.*

Price-cutting requires no ability. Any botch printer can practice it. But business-building needs printing-service. And the printer who is capable of rendering real service to business need have no fear of the price-cutter.

The limitation of apprentices may be made automatic, as has been pointed out in these columns on several occasions, if the employer is obliged to educate the apprentice in all the details of the branch of the industry to which he is apprenticed.

The modern "merit system" has been proposed for printing-offices. It may prove to be a good efficiency promoter. At least it would do no harm to make a test. But, to our minds, the best merit system is a good foreman, with full power to remunerate the members of his force according to his own best judgment.

In the Process Engraving department of this issue of The Inland Printer, S. H. Horgan calls attention to the frauds which have been and are being perpetrated on printing concerns by swindlers, through the sale of alleged new processes. The Inland Printer has endeavored to prevent this very thing through the establishment of a technical research laboratory, which is at the service of all printerdom. Mr. Horgan, who conducts this laboratory, is eminently capable of giving sound advice to prospective purchasers of new printing processes or other inventions, and if these buyers will avail themselves of the services of this laboratory, there is little doubt that much of the fraud now practiced will be prevented, and, as Mr. Horgan says, the genuine inventor be assisted.

August Herrmann, the printer baseball magnate, has become one of the owners of the Cincinnati *Commercial-Tribune.* If "Garry" should sign up an editorial writer who can "put them over," and then manage to keep the "umpires" from sending him to the bench, the old *Commercial* may again land in the "first division."

Are the true interests of the employer understood best by the employer or by his employees? The assumption is that the employer knows his own business best — but occasionally he does not. One of the instances where he does not is the subject of a letter given in the correspondence department: "A Systematic Foreman in a No-system Office." Let others speak.

It begins to look as if business men had decided to ignore political agitation. With parties torn asunder and with more uncertainty than has characterized presidential elections in many years, both as to candidates and as to policies, the commercial world is pursuing the even tenor of its way, apparently satisfied that the American people are quite able to take care of themselves.

Shades of Sam Slawson et al.! Here it is, right in the esteemed *U. T. A. Bulletin:*

> The Sentinel Printing Company and the Finnish Socialistic Publishing Company, of Fitchburg, Massachusetts, were represented at the meeting held in Worcester on March 6, and both made application for membership in the United Typothetæ of America. It is planned to organize a Typothetæ in Fitchburg, and a meeting for that purpose will be held at an early date. The active manner in which the two new members are pushing the movement insures success.

Shades of Karl Marx, also! A socialistic publishing company being complimented for its activity in promoting a capitalistic association organized

for the ultra-capitalist purpose of making real profit. Verily the printing industry is a wonder-worker and is growing more wonderful every day.

Typothetae Headquarters in Chicago.

With the first of this month the official headquarters of the United Typothetæ will be located in Chicago. This is a natural result of the "reaching out" policy pursued during the past two years. The move from Philadelphia will aid materially in removing the impression that the United Typothetæ is an exclusively eastern organization. A few years ago there was reason for the charge, but now with Typothetæ in the mountain country and on the coast, and two Missouri cities showing the most healthy organizations, no one can gainsay the nation-wide character of the association.

As the headquarters of the Ben Franklin Club of America are at Chicago, some will see in the change a move in the game for mastery, while others may point to the incident as a step in the direction of amalgamation. Doubtless one of these phases was given consideration, but we should think the commanding reason is the plain, common-sense one of desiring to have the office so located as best to serve the organization as a whole.

We extend a hearty welcome to Secretary Heath and his confrères on their advent in the center of things — the western metropolis.

Workmen's Compensation Laws.

The attitude taken by some of the casualty concerns toward workmen's compensation laws makes it not altogether unlikely that employing printers, sooner or later, will be forced to organize mutual liability-insurance companies. The truth is, that printers should have taken this matter in hand years ago.

Since the enactment of compensation laws in several of the States, employers have begun to study the question, and many of them are learning that the money paid to the casualty companies has been used largely in efforts to prevent the collection of damages by employees, regardless of whether the injured workman is or is not legally or morally entitled to compensation.

There is little doubt that the sum total of all premiums now paid to accident liability companies by employing printers would be sufficient to cover the total claims for damages by workmen. Yet it is probable that not one-third of this amount reaches the pockets of the injured.

THE INLAND PRINTER has always stood for the square deal between employers and their workmen. This is a policy that will develop men and make for the highest efficiency in the business office and the workrooms. It is therefore to the interests of the printing industry as a whole that employees shall not be given to feel that their employers are paying premiums to insurance companies with the object of preventing the collection of just claims for damages. The fact that employing printers are acting in good faith, believing that their premiums are used for the honest settlement of just claims, is of no avail. The workman's mental attitude is guided by actual results.

As to workmen's compensation acts, those in effect may be crude and in some instances unfair, but the principle is based on common sense and justice. Every industry must charge up to the consumer the depreciation of life and limb as well as the depreciation of the inanimate implements necessary for production. And if the casualty companies have set themselves against progress, through the establishment of exorbitant rates where compensation laws have been enacted, then it is time for employers to take another step in cooperative insurance, if they would protect their own best interests.

Legal Quibble Over Paper Importation.

Affecting the paper trade, a question was recently argued before the Board of General Appraisers which marks a new complication in relation to our laws, the constitution, and treaties made with foreign countries. The arrangement made with Canada, granting free admission of wood-pulp and paper, which became effective last July, is the bone of contention. Under the "favored nation" clause in treaties made with other countries, it is claimed that these particular nations are entitled to any concessions granted the Dominion. On the other hand, counsel for the Government have set up a claim that Canada is neither a country, state or nation, within the meaning of the treaty.

Commenting on this point the *Paper Trade Journal* says: "We fancy our Canadian neighbors may smile when they learn that theirs is not a country. The state or nation designation they may probably admit does not apply to the Dominion. But if it is not even a *country*, then what is it? A colony, perhaps, of Great Britain? But what is a self-governing colony with powers of making customs laws even against the mother country, if it itself is not a country? Poor Canada!"

Ten test cases, involving importations of wood-pulp from Sweden, Norway, Hungary, Russia and Germany; parchment or grease proof paper from Belgium, and print-paper from Great Britain, have been brought against the Government by

importers, and it is expected that many fine points in law will be thrashed out before a final decision of the highest court is rendered.

The Apprentice and the Composing-machine.

A correspondent writes from the West: "We recently installed a No. 10 Linotype in our office. We employed a fairly experienced operator for a time, but we now have a couple of boys in the office working on it. They are graduates of a twelve-year high school *(sic)* and know considerable about Latin, botany, physics, and chemistry, but their ideas of spelling, division of words, forms of setting type and method of crediting clippings, etc., are of the vaguest." Suggestions for the necessary supplemental education of these youths are requested.

The best way is to keep the boys at the case until the principles in which they are defective are acquired. It is an expensive proposition to tie up a $2,250 machine in a commercial office in educating novices. The laws of the typographical union permit apprentices to learn the Linotype during the last six months of their apprenticeship term. This seems arbitrary to some. If the law is analyzed in connection with its bearing on conditions and the possibilities in connection, it will be found a reasonable safeguard for employers, for the boys, and for the trade generally. Members of the Composition Club of Chicago, an organization of linotype owners, prefer operators who are skilled job-compositors, and have suggested that six or seven years' experience on the case is desirable in an operator doing general commercial work.

It is quite possible under intensive instruction for a bright, well-educated boy to learn to set type efficiently in a few months. But it would be very unusual for him to obtain such intensive instruction. It would be impossible for him to get experience in all the forms of type-composition under intensive instruction in two or three years. Covering all the interruptions in the varied duties that an apprentice performs, three or four years are required to ground him in the principles of type-composition, to say nothing of imposition and locking of forms. This necessary grounding in the principles and practice of type-composition completed, the apprentice is properly equipped to learn the operation of the Linotype or Monotype. Where there is no restraint upon the apprentice, he may learn the operation of composing-machines, and, drifting from office to office, eventually become competent at the expense of the suffering employer, finally breaking into the union on misrepresentation.



EVERY LITTLE HELPS.

Photograph by R. R. Sallows, Goderich, Canada.

The typographical union is the only power in the composition branch of the trade that is able to make laws and enforce them. This is, of course, due to its strategical position. And it might be well that the scope and intent of much of its legislation be explained on economic grounds. There is plenty of neutral ground for discussion between employer and employee, and the laws of the International form a good field for debate.

Teacher — Johnnie, this is the worst composition in the class, and I'm going to write to your father and tell him.

Johnnie — Don't keer if you do; he wrote it fer me.— *New Era.*

Written for THE INLAND PRINTER.

THE INSURGENT; ALSO THE WAHNETA.*

BY WILL J. FRENCH.

(With apologies to Joe M. Johnson.)

THE Insurgent isn't the "bogy man" of typographical union politics. He is a child of the light and loveth not the darkness. As a consequence he ofttimes finds the "cap I" box in the printer-case empty, but that isn't his fault. He means well, but the Wah has a longer reach, though sometimes he overreaches. The Insurgent is usually modest, though not always, but at least that attribute is a characteristic of the clan.

As it is written in the scriptures: "There shall be one statute and one judgment for the people and for the stranger that is among the people." Hence the Insurgent. He believes in the scriptures.

The Wah also believes in the scriptures, but in a different way. Many are his texts. Here is one: "And all that believed were together, and had all things common."

Napoleon was a Wah. He had much, but he wanted more. He rode to Moscow, but walked back. He was short, but did some tall thinking on Elba. Even Napoleon realized that earthly reigns must come to an end.

The Insurgent is dissatisfied. In this he varies from the Wah. The latter believes satisfaction to be the paramount virtue — while he is in. When he is out, he doesn't.

"The Wah of to-day uses neither torch nor trumpet." He doesn't need to. Publicity is not an appealing force, at all times. And then torches and trumpets were more appropriate in olden days. Now they would attract too much attention.

Jesus Christ and the disciples were real Insurgents. Their records were not confined in trunks. The money-changers who desecrated the temple were cast into outer darkness. The people heard the word gladly, for they were tired of Wahnetaism. A proposal to participate in all things, to the exclusion of the "rights" of the chief priests and rulers, was inviting, even though the proposers were harshly treated. That ofttimes goes with genuine insurgency.

The Wah garners the votes — while the Insurgent isn't looking. When the Insurgent votes — and looks — then the Wah doesn't garner.

Truly, Wahnetaism may be likened unto religion, but some religions would confuse Confucius. A Wah started in to organize the angels. History tells what happened.

Ministries and cabinets are delegated with certain powers, which they receive from the people. The Wah doesn't receive anything from the people. The latter are permitted to take what is left, and there isn't anything left.

Joseph suffered the loss of his wearing apparel because he was a Wah, quotes the prophet. Maybe that wasn't the reason, but it is a good deal better to lose one's apparel than one's job, especially in a land of fig trees.

The Insurgent of to-day remains the Insurgent of to-morrow, excepting when the exception falls from grace at the sight of kale. But the Wah changes when he is found with the goods.

The Insurgent admits that the Wah may be likened unto the serpent. That is why the Insurgent doesn't like the Wah.

Swapping horses in midstream is bad, though sometimes necessary. In summertime when the creek is dry there is no danger.

When the Wah is said not to hire halls to hold open meetings, there is a beautiful unanimity touching to behold. Wahnetaism fails in the white light of a great truth.

The Wahs of Pohick may never be disbanded, but that isn't the fault of the Insurgents, nor can the obligation of the open meeting be blamed for the failure.

The typographical union has no monopoly of Wahnetaism, but some of its members have.

Practical the Insurgent may not be, but that is mainly because he hasn't succeeded. When he does, as he will, then he will be practical. The bandwagon has a charm of siren capacity, and many respond to the leadership of the man on the box.

Where has the Insurgent heard that familiar phrase "the mob"? Ringing down through the ages, and still all around us, is the same cry. It means more than the expression. It stands for the supreme contempt that the Wahs of politics and all other methods of endeavor have shown for the majority.

Abraham Lincoln swatted the Wahs when he told about a government of and by and for the people. The Wahs didn't like it, but that doesn't make any difference. Lincoln lives while those Wahs are forgotten.

The Insurgent is told that the Wah is an aged campaigner. Too true. He has outlived his usefulness. His oath-bound ritualistic "gentlemen's agreement" would send a shudder through a column of steel, and he steals away in the silent watches of the night, or day, and pats himself on the back with the assertion that the ninety-per-cent Insurgent has to thank him — the Wah — for the chance to plow through life's brief span. Funny when you come to think of it, especially when you know the average Wah.

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* NOTE BY THE EDITOR.— For the benefit of those who are interested in, but not acquainted with, the workings of the International Typographical Union, the editor of THE INLAND PRINTER desires to explain that "the leaders" of the union necessarily bear the brunt of all the attacks upon the organization from without, and, in addition, sustain as best they may all the candid criticisms of the members of their own organization. The caucus is considered a necessary means of counting noses — but the "permanent" secret caucus is considered anathema. Members of the same church, members of secret fraternal organizations, members of certain chapels, were accused, in years past, of combining to carry out measures that they thought good for themselves or for the organization generally. Accusation followed accusation and crimination produced recrimination. To settle these vexatious controversies, a clause was inserted in the membership obligation by which that obligation became supreme, overriding all other affiliations, and binding the candidate for membership to eschew all association with any secret organization within the union, or out of the union, for the purpose of affecting anything in union legislation.

It is asserted that there is a secret organization within the union — a machine, in fact — popularly known as the Wahneta Society. A philosophical analysis of the subject was submitted by J. M. Johnson, of Washington, D. C.— a gentleman generally known as an "anti" and reputed manager of an antiadministration candidate at this election — and featured in the March INLAND PRINTER. Two other views are given herewith.

The International Typographical Union has been and is highly successful — due in large part to its solidarity of action. Too much prosperity may be the reason for so much hair-pulling at this time. THE INLAND PRINTER has no wish to interfere with this family disturbance.

Nevertheless, it is interesting to note that the same charges have been made against officials of the International Typographical Union for more than thirty years. Therefore it might be expected that they would continue as a part of the mental processes of the membership.

The present campaign has resulted in charges being made against President Lynch and several other prominent members. So far as we are informed, there has not been a single conviction, while President Lynch, Public Printer Donnelly, and a number of other well-known members of the union, have been exonerated.

Considering what the organization has accomplished in the past few years, the recurrence of the irruption of detraction seems to be a little in advance. Time at least might be allowed for the inks to dry upon the testimonials of gratitude for great services rendered before denunciation is commenced on speculative grounds.

The affair looks like a clothesline dispute that may prove disastrous to the organization.

"Wahnetaism has placed, in round numbers, fifty-six thousand names on the membership roll." How many names has it struck off that roll, and what percentage of increase is it responsible for in certain populous centers?

That the Wah "is not perfect" will be admitted, even by the Insurgent. The latter doesn't admit much when he is discussing the Wah.

And we learn that the eight-hour day cost two millions of dollars. Evidently there is a shrinkage in figures here, for over double the amount in millions has heretofore been given as the price. Here the Insurgent stops and thinks. His thoughts carry him back to a little group of Insurgents who sat around a table and figured in the nine-hour day at a total cost of not to exceed a few hundred dollars for traveling expenses and printing. Hysteria didn't gain the nine-hour day, but gray-matter did. Next the Insurgent wanders out along the street and is importuned by the omnipresent small boy to buy one or two of the best publications in the land, and possessing the largest circulation. And the Insurgent has to decline. Why?

Another avenue of thought brings the Insurgent to that monument of fraternalism in Colorado. He thinks of the planning and work of those who have gone on across the river. To them he gives the credit. The modesty of the present-day Wah forbids that course. To himself he takes the glory, and prints beautiful printing to tell how he did it — for which the Insurgent pays.

Many an Insurgent has worked faithfully for years with others of his kind securing advances in local conditions, only to find subsequently that all the combined successful efforts have been corralled elsewhere as "Facts."

All the good things of the printer's life are not necessarily given to him as a gift. In the great majority of cases he put his shoulder to the wheel and all his hands in his pockets.

If the Insurgent had had the opportunity for which he longs, who can tell just how much farther along both Wahs and Insurgents would be?

The Insurgent wants to have documents for which he pays represent the main party, the membership at large, when he joins with the Wah in footing the bill. Divergence from this essential is not right, and who could possibly imagine the Insurgent following such an example?

Certainly the personal element should be eliminated, but when the issues are obscured and the shepherd leads blindfolded sheep and the jobs go to the few, it isn't always possible to be as dignified as is the man in the job.

Well-directed, judicious management is good. It leads somewhere. Wahnetaism does not, or, if it does, it directs the way to the back stairs.

The Insurgent wants to get rid of the feeling of distrust now rampant. He stands for a common obligation and one all may know and hear. He may not be practical at this time, he may have to feel the shafts of scorn, but he is on the right path. Of course the Wah may think he is also on the right path, but that is because he has been so told. Faith is the supreme test of Wahnetaism. To believe what is told one too frequently leads to the darkened hall.

When Insurgency triumphs, Wahnetaism will fade. It is not now too late for the Wah to clasp hands with the Insurgent. The votes have not been counted.

"If there is a brother who is out of work or wants to make a change," let him seek work or make a change on an exact equality, so far as opportunity is concerned, with those men and women who, like him, carry the emblem of membership.

Too much time is wasted in bickering. No one gains except the boss printer who issues the volumes of words. But the Insurgent thinks he is necessary to protect himself and others from a surrender of first principles in both manhood and unionism. He has been restive for years. Now he produces the evidence, and is met by the telling argument, "You're another."

Contentment among ourselves, a united front to those whom we have to face, and a combined effort to advance for our own good are needed.

True, hysteria will not do these things. Equally true is it that Wahnetaism will fail, and fail utterly.

Written for THE INLAND PRINTER.

WAHNETAISM — THE DISEASE AND THE CURE.

BY W. LINCOLN PHILLIPS.

WE have been told for years that the Wahneta was a "bogy man," and many unsophisticated members of the typographical union seemingly could not be convinced to the contrary. The idea that such a thing as an "inner circle" existed was treated with derision by certain interested persons from Boston to 'Frisco; that was good politics and seemed to blind the eyes of many to the facts in the case. One member of the union, of international fame, jocosely scouted the idea and facetiously inquired, "Are the Progressives the Wahnetas?" From present-day developments this query seems a little foolish, to say the least, when we consider the fact that the committee elected by "Big Six," of New York, to investigate the existence of a Wahneta organization returned the following report, accompanied by the names of fifty-six members of the local union who were members of it, many of whom are now under indictment awaiting trial:

"Your committee elected . . . . to investigate the existence of a so-called 'inside organization,' report that they have heard evidence from persons who have, under oath, confessed their former membership in an organization of this character . . . The committee is compelled to report that, prima facie, the existence of such an organization has been established."

The most serious thing among men is their obligation one to another, and when made specific and definite through the clear expression of terms, founded on principles of honor and right, constitutes a contract that challenges integrity and courage. When men strike hands with each other, pledge their loyalty and merge their individual interests for the good of all, nothing but the basest selfishness, crookedness or cowardice can cause them to violate their oath.

The thing that *makes* a union man is his loyalty to his obligation; a loyalty that is a fixed conviction in his mind, resulting from a clear appreciation of the principles and responsibilities involved. "The Good of All" stands out before him constantly and aids in making him consistent with his fellow man.

The obligation is the keystone of the arch of unionism; it is the basic principle upon which all the superstructure of laws is founded, and that which tends to weaken or imperil it strikes at once to the vitals of organization for securing and conserving the best interests of workingmen.

The noblest examples of history are those of men who pledged themselves for the good of all, and fulfilled all the requirements of their obligation, and that, too, at the greatest cost. The basest and most ignoble biographies are those of men who, for selfish and perverse ends, violated their pledges, cast off their responsibilities and plunged themselves into infamy.

The typographical union, at the present time, is confronted by one of the most reprehensible and dangerous things in its history — a Wahneta organization, intended to control the administration and legislation of the union in direct violation of the fundamental principles of the obligation.

The members of this secret organization have placed themselves without the pale of kindly consideration; they have no possible claim upon which to base any plea of justification, or any reasonable excuse for their conduct.

Wahnetaism is a fundamental wrong and requires a radical remedy. It is a stench to unionism and must of necessity be eliminated. It is the lowest and most contemptible type of ring politics and deserves only to be stamped out. It was conceived in sin and brought forth in iniquity; it is a conspiracy by men who have violated their sworn word of honor and must eventually reap their award.

The extent of this wrong can only be appreciated when we consider the fact that it has worked its way throughout the jurisdiction of the International union. Boston, Washington, New York, Pittsburg, Chicago, Denver and San Francisco have all been afflicted with the blighting curse of the Wahnetas.

If these men for the sake of securing office would violate their obligations to their own fellow craftsmen, what could employers hope from them? And will not the employer have more settled confidence in the typographical union when he witnesses the rooting out of this pernicious element?

Wahnetaism as a disease represents violated pledges, trickery, dishonesty of purpose, treachery, slander, secrecy, assault, intimidation, and rotten politics.

The fight that is being waged against it is *not on the ground that it is in power*, but because it is foul and corrupt in itself, and has no right of existence.

There are three possible remedies: fine, suspension, or expulsion. If the New York union should fine its guilty Wahs there is little doubt but that their kin all over the country would contribute to pay the bill. Suspension would affect the rights to old-age pension and take away the mortuary benefit of every convicted Wah, placing them practically on the basis of new members at expiration of the period of suspension. By right, and in justice to the thousands of honest, hard-working, loyal members of the union, they ought to be expelled.

There is nothing honorable or sacred to a Wah, as his apologist in the March number of THE INLAND PRINTER very fittingly exemplified. Moses, that man who would rather suffer affliction with the people of God than to enjoy the pleasures of sin for a season, was a Wah — a pledge-breaker, trickster, and traitor.

The Apostle Paul, who could truly say that he "died daily" — his life being constantly in jeopardy because of the principles of righteousness which he preached and the life of self-sacrifice he lived — was a Wah — a man who would betray his fellow men and lie and swindle his way into an official position.

Johnson gives us this: "Christ . . . called together the twelve apostles, and sat in council with them, and taught the things which he wished passed on . . . The twelve apostles formed the first circle of Christian Wahnetas of which we have record." This is blasphemy.

The names of the Wahnetas can be fittingly inscribed with Judas Iscariot and Benedict Arnold; with the high-binders, the Molly Maguires and the sansculottes of the underworld.

120 Westfield avenue, Rosedale Park, N. J.

BIOGRAPHICAL SKETCHES OF CANDIDATES FOR PRESIDENT OF THE I. T. U.

BY THEIR FRIENDS.

James M. Lynch.

On the completion of his apprenticeship in August, 1887, young Lynch joined Syracuse Typographical Union. That was a fateful year for the International Typographical Union, as the Typothetæ in November succeeded in combating the demand for a nine-hour day. Notwithstanding the gloom that encompassed typographical unionism in that dark period, Lynch was noted for his enthusiasm and loyal attendance at the meetings. Naturally, he held office, and



JAMES M. LYNCH.

was successively recording secretary, vice-president and president of his local union, holding the last-mentioned position at the age of twenty-two.

Big physically, strong constitutionally, and with a prodigious capacity for work, Lynch soon made the typographical union at Syracuse an aggressive institution. He was also president of the central labor body for several terms, and during the stimulating Lynch administration eighteen unions were organized in this comparatively small city.

Mr. Lynch's exploits at home were but preliminary training for operations in a wider field. He entered the International arena in 1894, when he represented Syracuse union at the international convention, and acquired distinction as a member of the Laws Committee, the principal committee of the convention. After this he served sporadically as an organizer, until in 1898 — when the officials were first elected by vote of the entire membership — he was elevated to the first vice-presidency of the International Typographical Union. At the next election — two years later — he was named as president by a large majority.

A big man who sees far and in a big way, Lynch immediately devoted himself to developing what proved to be the corner-stone of his subsequent great successes, and what is an outstanding object-lesson in industrial history — the arbitration agreement between the publishers' association and his union.

Beset by opposition within and without the organization, and confronted with ubiquitous obstacles that inhere in new and large undertakings, Lynch did not falter. With firm determination, tinged with a sunny disposition that laughs to scorn suggestions of defeat, he fought the objectors and removed the obstacles until his object was achieved. Peace assured in the newspaper composing-rooms, an active campaign for membership was commenced, and in the period 1900 to 1906 the membership of the union increased from thirty-two thousand to forty-six thousand. The establishment of an eight-hour work-day was determined on. The employers were also organized to resist, and brought on the battle several months before the demand became effective. This bold stroke by the opposition was intended to, and did, produce dismay in the union ranks. For a short time dissension seemed rife, and agreements were entered into by local unions that accepted increases in wages and sidetracked the eight-hour demand. Facing such a crisis, the union was practically bankrupt financially, but Lynch tackled his problems. He appealed to the members in a series of thrilling addresses and letters which aroused their enthusiasm, brought the recalcitrant into line and secured enormous sums of money — several million dollars. While the war was yet on, Mr. Ellis, the president of the Typothetæ, said in his report that the financing of the union's eight-hour campaign would do credit to any group of business men. An agent of the Typothetæ at that time said no other man connected with the trade could do what Lynch had done in keeping alive the never-despair spirit that has so much to do with winning fights.

The eight-hour day won, with characteristic vision and energy Lynch declared it to be the duty of the union to take care of its aged members and by persistent pressure raise the status of the book and job branch of the trade. In furtherance of these ideas, he advocated and supported the old-age pension plan, that is now recognized by sociologists as one of the beneficent and instructive features in industrial life. In his efforts to safeguard the fund so that it should be given a firm foundation, Lynch displayed that patience and painstaking care that have given him his marvelous knowledge of the desires, aspirations and capacity of his organization and its members.

How he uses this knowledge is demonstrated by the fact that, though thousands of printers received increases of wages last year, there were but 169 members on strike. Such results are born only of knowledge and the diplomacy that knows how to employ it.

With enthusiasm and the assurance that "we can develop something out of this," Mr. Lynch took part in the work of the Union's Commission on Supplemental Trade Education. His broad and liberal treatment of the subject in all its aspects has had much to do with the success of the present I. T. U. Course, which has won the admiration of all the printers and educators who have investigated it.

These reforms on their way, Mr. Lynch began an agitation for a higher death benefit. Previously the International union paid merely funeral expenses. Where there were a widow and children this was pitifully inadequate. Mr. Lynch conceived the idea that a graduated benefit should be adopted — one ranging from $75 to $400 for a continuous membership of five years or more. Twice did the members reject his proposal, but his third appeal secured a majority of more than five thousand, and now the widows and orphans of union printers receive a sum sufficient to give them an opportunity at least to plan for their livelihood under the changed conditions.

Mr. Lynch has paid particular attention to the dissemination of information about personal hygiene and workshop sanitation. He has fostered the development of the treatemnt of consumptives at the Union Printers Home, which has gained world-wide fame for that institution among leaders in the fight against the white plague. As all his energies have been devoted to making the lives of printers and their families longer and better, probably Mr. Lynch's sweetest consolation comes when he reflects that during his incumbency of the office of president, the average age at death of union printers has risen from forty-one years to forty-nine years.

Mr. Lynch is an Elk and also a life member of the Don't Worry Club.

* * *

Fred Barker.

Fred Barker was born at Woodstock, New Brunswick, Canada, on August 31, 1877; in 1882 he removed with his parents to Butte, Montana, going to Anaconda in 1883, and remaining there until 1892. He attended the first public schools at Anaconda, and was a paper carrier on the Anaconda *Standard* during a portion of the time. In the fall of



FRED BARKER.

1892 Mr. Barker went to Bonners Ferry, Idaho, with his parents, and in that year, at the age of fifteen, began his apprenticeship at the printing trade. During the next four years he worked at the trade in Spokane and in southern British Columbia and joined the Typographical Union at the age of nineteen as a member of Rossland (British Columbia) Union, No. 335, when that organization was formed in December, 1896. Mr. Barker held a number of

offices in the local union, and worked at the trade until December, 1898, when he became editor and publisher of a newspaper at Republic, Washington, an unorganized town. During his residence of four years at Republic, Mr. Barker held an honorable withdrawal card, which he redeposited with Rossland union in the spring of 1903, and resumed work at the trade as a journeyman. Since that time he has worked in a number of cities in the Northwest, and for the last five years he and his family have been in Spokane, where they own a comfortable home.

During his residence in Spokane, Mr. Barker has been president of the local union, member of the executive committee and delegate to the trades council, and has been a consistent worker on committees of the union; he attended the 1910 session of the Washington State Federation of Labor at Hoquiam, Washington, as delegate from No. 193.

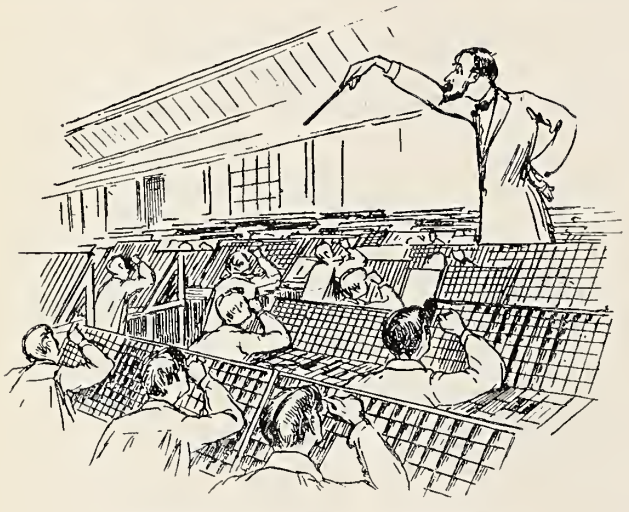
In 1910, acting on the request of the executive council for the indorsement of a local member for I. T. U. organizer, the union unanimously named Mr. Barker and he was appointed. He served during that year, assisting in organizing two unions in the jurisdiction, and acting for the executive council in the settlement of a difficulty between the Spokane union and the employing printers over scale matters. He resigned during the latter part of 1910.

At the general election of 1910 Mr. Barker was elected delegate to the Minneapolis convention, and in 1911 he was reelected delegate by a large vote, to attend the San Francisco convention.

HAND COMPOSITION À LA MILITAIRE.

A SUGGESTION.

Our always bright contemporary, *Le Bœuf Illustré*, recounts with graphic touches a method said to have been adopted at a famous French school of typography in order to teach beginners the art of typesetting. The veracious chronicler avers that the talented principal of the institute — whose name is remembered because it ended with "ski" or "street" or "straat," and whose chief recommendation for his post was a reputation as a mathematician, therefore an ideal head of a printers' school — was struck with a great idea. This was to teach hand composition to a whole class simultaneously by word of command. Fired with ardor for the cause of instruction, he gathered together the members of the class in the composing-room. Each was allotted a frame, equipped with stick, and stood at "attention." We can see the budding typos awaiting the word of command. Copy was first read out in a strident voice, and at the drill sergeant's peremptory word "A," each right hand went smartly to the cap. A box and rested there. Next came the order "Lift letter," and a momentary tinkle followed as so many fingers and thumbs sought to take hold of one of the contents of the A box. "Place in stick," brought the type promptly to the left hand and to the care of the left thumb. A line was thus set with machinelike action until the end was reached, and justification achieved with the same uniform regularity. And so on, and so on.



TECHNICAL INSTRUCTION "A LA MILITAIRE."

Let us picture five-and-twenty bright youths standing with heels together, toes out, in dead silence, straining their ears to the words of command and mechanically filling sticks with uniform contents. When *composeurs* needed to be emptied, a sharp order brought two paces to the left, down went sticks with one bang, five-and-twenty pairs of hands gripped five-and-twenty sets of lines, and with a click and a slide the first results of setting were laid in galleys. A straightening of backs, a movement in return, and the operation was renewed.

It is a pretty picture, touching in its beautiful simplicity. We now wonder whether, on our calls at the schools, we shall hear on entry the sharp words of command from the sergeant-instructor Alexander-Slater-Davis, robed *à la militaire:* "'Shun! Lift — one, two, three. Grasp — one, two. In case — one, two, three. Returrrn to sticks — one, two, three. To stones — quick march! Shoulder galleys, right 'bout turn ——"

The suggestion will doubtless appeal to our friends the technical-class instructors, and we offer it to them with our compliments and recommendation.— *The British Printer.*



CONGRATULATIONS!

Photograph by Major Lee Moorehouse, Pendleton, Oregon.



Reproduced in three colors by the Zeese-Wilkinson Co.,
New York city, from a water-color.

Courtesy of Frederick A. Stokes Co., New York city.

Apprentice Printers' Technical Club

NO. XVIII.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

THE INLAND PRINTER'S letter-head contest for apprentices closed on March 25, with fifty-seven entries submitted by forty-eight contestants. Eighteen States were represented, and three entries were sent in from Canada.

Six competent judges were selected to choose the winners, and here is their verdict:

First Place — Carl E. Gruber, with the Joseph Betz Printing Company, East Liverpool, Ohio.

D. B. HARRISON, *President* H. K. AHRENS, *Vice-President* H. KING, *Secretary* W. E. ANDERSON, *Treasurer*

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First Place.— Carl E. Gruber.

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Second Place.— Victor M. Lord, Jr.

When announcing this contest we expressed a hope that the returns would be greater than those in our business-card contest — and so they were. The gain was slight, but encouraging nevertheless.

A complete set of all the specimens submitted has been sent to each contestant, and the winners of first, second and third places have received their prizes.

Second Place — Victor M. Lord, Jr., 132 Lafayette street, Salem, Massachusetts.

Third Place — Carl G. Hammer, with the Bozeman Printing Company, Bozeman, Montana.

Reproductions of the winning designs are shown herewith, and on pages 219 and 220 we reproduce eight other letter-heads entered in the contest, in order to show a

variety of arrangements. Apprentices should study these designs very carefully.

The names of all contestants are given herewith in alphabetical order:

ALDERMAN, LINWOOD, with the School for the Deaf, Morganton, North Carolina (2).
AVER, WM. H., 40 Spencer street, Lynn, Massachusetts.
BAILEY, HARRY L., with the Union Publishing Company, Shelbyville, Illinois (2).
BRICE, HAROLD R., Greenville, Illinois.
BRUSA, LOUIS, 27 North Main street, Concord, New Hampshire.
CASHION, LEO, 4 Woodlawn avenue, Glens Falls, New York.
CASTLE, RAY N., Box 636, Greeley, Colorado.
CAVANAUGH, EMIL J., with the *North Side News*, One Hundred and Forty-ninth street and Bergen avenue, New York city.
PASCOE, THOMAS J., 1027 Caledonia avenue, Victoria, British Columbia, Canada.
PEBBLES, ROBERT B., 41 Davenport street, Hornell, New York.
PETERSEN, ERIC, 2737 West Belmont avenue, Chicago, Illinois.
PLUMMER, ROBERT E., 814 Nelson street, Indianapolis, Indiana.
ROBERTSON, CARL W., with the *Courier*, Charleston, Illinois.
ROSSNER, F. S., with the *Inter Ocean*, Chicago, Illinois.
SCHULTZ, PAUL, with the *Standard* job department, Anaconda, Montana.
STEUERMAN, DAVID, with the J. C. & W. E. Powers Press, Brooklyn, New York.
TERRIO, EDWARD L., with the Newton Independent Industrial School, Newton, Massachusetts.
VOJIR, JOSEPH A., with the Colonial Press, Omaha, Nebraska.
WANBAUGH, LINWOOD W., with the Kurzenknabe Printery, Harrisburg, Pennsylvania (2).

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Third Place.— Carl G. Hammer.

CHAMBERLAIN, FOREST J., with the Tipton *Advertiser*, Tipton, Iowa.
CROCKETT, A. JACK, with the Panhandle Printing Company, Amarillo, Texas.
DAHL, CLARENCE J., with the Meyersdale *Commercial*, Myersdale, Pennsylvania (2).
DAVIS, ROE, with the *Herald-Patriot*, Chariton, Iowa.
DESCHAMPS, PHILIPPE, 132 Lafayette street, Salem, Massachusetts.
DUBUQUE, A. J., JR., with the John B. Clark Company, Manchester, New Hampshire.
FRUIN, JOHN J., 411 West Eighteenth street, New York city.
GAUL, ROBERT L., Govan, Saskatchewan, Canada.
GRUBER, CARL E., with the Jos. Betz Printing Company, East Liverpool, Ohio (2).
HAMMER, CARL G., with the Bozeman Printing Company, Bozeman, Montana (2).
HAMMOND, PHIL., 608 Greenwood avenue, Jackson, Michigan.
HARRIS, LYNN, Frederick, Oklahoma.
HILL, CARL A., with the Wallender-Wilder-Mattes Company, 345 North Main street, Decatur, Illinois.
HOLMAN, J. GLENN, Findlay, Ohio (2).
HURLEY, RAYMOND, with the Newton Independent Industrial School, Newton, Massachusetts.
JOHNSON, JOHN T., with the Melton Printing Company, 1811 Main street, Dallas, Texas.
JOHNSON, ROSS, 11 Kassner place, Milwaukee, Wisconsin (2).
KERR, DANIEL J., with the Newton Independent Industrial School, Newton, Massachusetts.
LAMOUR, JULIEN F. G., with the Wabash Baking Powder Company, Wabash, Indiana.
LIDDY, HARRY, with the State Printing Office, Harrisburg, Pennsylvania.
LORD, VICTOR M., JR., 132 Lafayette street, Salem, Massachusetts.
MARKER, CLIFFORD B., with the Jeffersons Printing Company, Springfield, Illinois.
MITCHELL, RENARD, with the Advocate Press, Greensboro, North Carolina.
MOORE, OLIVER J., with the Law Reporter Printing Company, 518 Fifth street, N. W., Washington, D. C.
O'CONNOR, JAMES, with the technical department of St. Joseph's Institute, Techny, Illinois.
OGDEN, CARROLL F., 1243 Harvard boulevard, Los Angeles, California.
WASCHER, PAUL L., 405 East Hill street, Champaign, Illinois.
WESTERMEIER, ALBERT, 263 Spring street, Buffalo, New York.
YOUNG, ARTHUR, 69 Lewis street, Toronto, Ontario, Canada.

Type Faces — Continued.

ITALIC.

In taking up the study of italic types there is little that can be said, for the same general underlying principles that govern the construction of roman forms apply to italic as well; that is, as to proportionate element widths and harmonious ceriphs.

The introduction of italic types is credited to Aldus Manutius, a Venetian. He had already made an enviable reputation for his scholarship and printing in Greek when, in 1501, he issued the famous Virgil in italic. The characters were cut by Francesco da Bologna, who is reputed to have copied them from the handwriting of Petrarch, an Italian poet.

At first no italic capital letters were cut, roman capitals or small capitals being used in their stead.

Although originally cast as a text or body type, italic is now very seldom selected for this purpose and is used rather sparingly at all times.

An examination of different type-faces will show that the slant of italic letters is variable. From twelve to twenty degrees is considered normal, but some slant more than this.

The casting of italic types has always been bothersome to typefounders because of the kerns or " overhangs " produced by ascending and descending characters. These kerns are easily broken, and to support them strongly or avoid them entirely has been one of the typefounders' many problems. It was not until 1908 that a satisfactory solution of this difficult problem was found.

In June, 1908, the Keystone Type Foundry put upon the

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Leo Cashion.

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John T. Johnson.

A FEW INTERESTING DESIGNS SUBMITTED IN THE INLAND PRINTER'S LETTER-HEAD CONTEST FOR APPRENTICES.

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Chicago, Ill., ...

Philippe Deschamps.

A FEW INTERESTING DESIGNS SUBMITTED IN THE INLAND PRINTER'S LETTER-HEAD CONTEST FOR APPRENTICES.

market a "nonkerning" italic — all types being cast on normal bodies and sets, and with no kerned characters. This is the Powell Italic, shown in Fig. 87.

An examination of the illustration will show how those letters which ordinarily would hang over have been cleverly

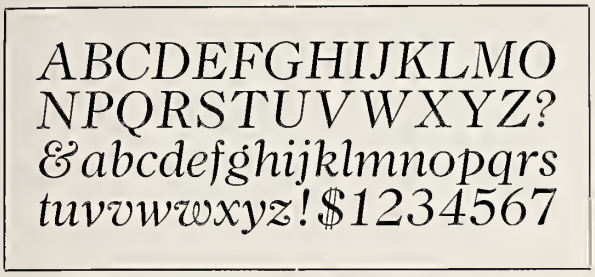


FIG. 88.— Caslon Lightface Italic (nonkerning). Produced by the Keystone Type Foundry.

cut so as to avoid kerns, without producing a distorted effect.

So encouraging was the reception of this nonkerning italic that the Keystone Type Foundry has produced sev-



FIG. 87.— Powell Italic (nonkerning). Produced by the Keystone Type Foundry.

eral other nonkerning series. We show in Fig. 88 its nonkerning Caslon Lightface Italic, which is an admirable study of proportionate, harmonious and consistent letter forms.

Printers' Apprentices of Washington, D. C., Elect Permanent Officers.

The Printers' Apprentices' Association of Washington, D. C., held a meeting on March 11 and elected the following permanent officers: President, James M. Kreiter; secretary, Oliver J. Moore; treasurer, D. J. Mahoney; sergeant-at-arms, W. W. Briscoe.

This was the third meeting of the organization which was recently formed under the direction of Columbia Typographical Union, No. 101, and, judging from the enthusiasm shown by its members, promises to be a success.

The following committees were also appointed: Education, O. J. Moore (chairman), Messrs. Van Reuth, Hughes and Heiskell; Membership, Messrs. Collier (chairman), McKay, Moore, Kautenberg and Johnstone; Entertainment, Messrs. Briscoe (chairman), Kreiter, McKay and Schorley.

* * *

Results of the Denver Monthly Contest for Apprentices.

In the fourth monthly contest held for apprentice members of Denver Typographical Union, No. 49, Earl Barcus, with the W. H. Kistler Stationery Company, received first prize; Rollin F. Street, with the Western Newspaper Union, second; Earl E. Scheiman, with the McGuire Printing Company, third.

We reproduce herewith the first-prize specimen.

A Correction.

In our March issue we spoke of the Viking type as being "cast" by the H. C. Hansen Type Foundry. It was merely with the purpose of avoiding repetition in expression that the word "cast" was used in this instance, but as the management of this foundry believes that perhaps some printers would be misled, we desire to make it clear that the



PRIZE-WINNING AD.

Set by Earl Barcus, in apprentice contest, conducted by Denver (Colo.) Typographical Union.

Viking type is entirely the production of the H. C. Hansen foundry.

To our knowledge no large typefoundry simply performs the operation of casting type, and we believe that our readers understand this.

FORETHOUGHT.

Mr. MacTavish attended a christening where the hospitality of the host knew no bounds. In the midst of the celebration Mr. MacTavish rose up and made the rounds of the company, bidding each a profound farewell.

"But, Sandy, man," objected the host, "ye're not goin' yet, with the evenin' just started?"

"Nay," said the prudent MacTavish; "I'm no' goin' yet, but I'm biddin' ye good night while I know ye all."— *Ex.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

A FIRM of printers in London was recently fined £6 4s. ($29.15) for working three boys continuously for thirty hours.

AN international philatelic exposition will be held this summer in London, to mark the semi-centennial of the idea of making postage-stamp collections.

AN English press-building concern has just constructed a monster offset machine, which has a printing surface of 44 by 64 inches, the largest heretofore being 36 by 48 inches.

THE treasury of the London Society of Compositors having suffered a large depletion during the past year, because of the strike and out-of-work benefits paid, the weekly levy on the working members of 18 pence (36 cents), is to continue for some time longer, perhaps the greater part of the year.

IN anticipation of the coal miners' strike, the well-known printing and publishing firm, Thomas Nelson & Sons, of Edinburgh, laid in a large supply of coal, which they are now offering to their employees at normal rates. This is certainly a practical and an inoffensive way of showing interest in the welfare of one's employees.

ONE of the last of the wood engravers, W. H. Hooper, died in London, in February, aged seventy-seven. He learned the art as an apprentice to the late Thomas Bolton, some of his earliest work being the engraving of Sir John Gilbert's pictures for the London *Journal*. About the middle of the last century he became a member of the staff of the *Illustrated London News*, and eventually manager for Joseph Swain, the engraver for *Punch*.

AN inquest on a baby in Lambeth (London) developed the fact that its mother had to wean it in order that she could return to work as a pressfeeder, at which she earned 8½ shillings ($1.95) a week. The coroner ascertained from her that she had to work from 8 A.M. to 7 P.M., which would show that she received about 2 pence (4 cents) an hour, a rate which the coroner said was incredible, as he had no idea that such low wages were being paid to women. It was really dreadful, he declared, to hear that a mother had to work such hours and for such a wage. It appears that her husband had been in the army service, and now had gotten a job as a restaurant porter, which naturally obliged her to go out to work also.



SPRING BLOSSOMS.
Photograph by R. R. Sallows, Goderich, Canada.

GERMANY.

THE Kœnig & Bauer press manufactory at Würzburg, Bavaria, has contracted to build a ninety-six-page, six-roll rotary press for a leading Berlin newspaper.

THE German Reichstag has among its members fifty-seven editors and writers. It is to be hoped they haven't "fifty-seven varieties" of views in regard to legislation.

THE German Government Printing Office turns out yearly for the Postoffice Department eighteen million sheets of 5-pfennig, three million sheets of 10-pfennig, eight million sheets of 3-pfennig and two and a half million sheets of 20-pfennig stamps.

During the German lithographers' strike and lock-out troubles, now happily settled, as was noted last month, about $250,000 was paid out of the union treasuries for strike benefits.

The German Government Printing Office employs 2,321 officials and work-people and earns yearly about 11,500,000 marks ($2,737,000), of which it expends about 8,250,000 marks ($1,964,000). About 220,000 pounds of ink is used annually in printing money and stamps.

The use of the Lumière natural-color negatives has been restricted because of the long exposures required — two to four minutes. Experiments made in the atelier of Rudolf Dührkopf, the well-known Berlin photographer, have now resulted in the production of fine negatives in natural colors with remarkably short exposures, through the employment of magnesium light.

The Berlin Printing Trade School began its summer term on April 16 at 6 P.M. Instruction is given on Tuesday and Friday evenings, from 6 to 8 o'clock. The courses include: For compositors—German language, trade mathematics, printing theory, drawing and color lore; for pressmen — German language, trade mathematics, physics, mechanics, printing theory, drawing and color lore.

The German Public Baths Association, at Berlin, recently offered prizes for the best and cheapest hand towels made of paper stuff. Four houses made entries of the results of their efforts to fill such a want. Three of these received prizes of 300, 200 and 100 marks. The association will have an exhibit of these paper towels at its general assembly this year, and will then take measures for introducing them into popular use.

The Berthold typefoundry, at Berlin, made the typometers for distribution among the German typefoundries, to secure accurate concurrence in the dimensions of the established Didot system of point bodies. Hermann Smalian, formerly a technical supervisor in the Berthold foundry, but now living in retirement (pensioned, we believe), furnishes the following authoritative table of dimensions of the Didot bodies as adopted universally in Germany, to the *Allgemeiner Anzeiger für Druckereien:*

Corps (or body).	Size in Millimeters.	Corps (or body).	Size in Millimeters.
1	.3759	14 (Mittel)	5.2626
2	.7518	16 (Tertia)	6.0144
3	1.1277	20 (Text)	7.5180
4 (Diamant)	1.5036	24 (2 Cicero)	9.0216
5 (Perl)	1.8795	28 (2 Mittel)	10.5252
6 (Nonpareille)	2.2554	36 (3 Cicero)	13.5324
7 (Colonel)	2.6313	48 (4 Cicero)	18.0432
8 (Petit)	3.0072	60 (5 Cicero)	22.5540
9 (Borgis)	3.3812	72 (6 Cicero)	27.0648
10 (Corpus, or Garmond).	3.7590	84 (7 Cicero)	31.5756
12 (Cicero)	4.5108	96 (8 Cicero)	36.0864

The Didot point is about seven per cent larger than the American point. It is a pity that Didot ever interfered with Fournier's point system, as the point of Fournier was almost identical with what is now the American point. As it is now, it is probable that the two systems will continue to the end of time, both being so strongly intrenched.

The German Museum at Hagen, in order to further the interests of the German art trades abroad, has made a collection of suitable articles for exposition purposes, which it intends to display in the museums of New York, Pittsburg, Detroit, Chicago, St. Louis and Indianapolis. The collection embraces modern architecture, graphic arts, and advertising matter, art publications, books, leather work, carpets, linoleums, textiles, keramics, articles of glass, metal, iron and wood, and children's toys.

The penal court at Münster recently sentenced a local newspaper publisher to pay a fine of 100 marks, and an indemnity of 300 marks to the publisher of a rival paper, because he had untruthfully advertised that his paper had a larger circulation than that of three or four other papers in the neighborhood combined. He was also sentenced to publish the judgment of the court in his paper. The suit was entered under the German laws against injurious methods of business competition.

FRANCE.

M. A. Oudshoorn, who formerly represented the Miehle press in France, is now the general agent of Hoe & Co., who have had an agency in Paris the past five years. He also represents the Huber cylinder presses.

A company has been formed at Nancy, with a capital of 2,000,000 francs, to exploit the Rototype, a new machine to cast and set type, invented by Messrs. Beha and Schiemmel. M. A. Bergeret, a prominent printer of Nancy, is one of the promoters of the enterprise.

According to a new law prohibiting night work for women in factories, females engaged on newspapers and periodicals are no longer permitted to be employed at night. Women paper-carriers, however, are allowed to continue their work at night, if they do not work (such as folding, etc.) inside the printing or publishing office.

A French officer, one Captain Lux, who recently escaped from a German prison, was partly indebted, it is said, to the aid of files which were smuggled in to him concealed in the backs of the bindings of books which were sent him by friends. A Parisian bookseller has taken advantage of the opportunity and announces that he has on sale books bound in "*Reliures de Lux.*"

The hand compositors of Paris recently voted on a new hour and wage proposition, the desire being nine hours and 9 francs ($1.74) per day. Out of 3,700 union members but 2,301 cast their votes, of which 1,741 were in favor of the proposition. This means, however, that less than half the membership voted aye, indicating much lukewarmness on the subject. Naturally, the officers of the union hesitate to take strenuous steps to urge the demand on the proprietors.

A writer for the craft press claims the honor for France as the first country in which the half-tone illustrative process was discovered, antedating the work of Meisenbach, who really made it practical. It appears that on July 2, 1868, M. Barret, of Paris, received a patent on a " process which makes it possible to obtain flat heliographic plates which are provided with the necessary engraving and shading required in typographic printing, without the use of the engraver's tools." The Barret firm still exists in Paris, run by a nephew of the inventor Barret, who is still living, now aged eighty. The idea of a screen was given him by the photographing of a cage of birds. The peculiar effect given by the wire frame of the cage in the negative prompted further experimenting, which resulted in some half-tones which were printed in several publications of that day.

The Didot-Bottin Company, publishers of the Paris and other directories, has just won a suit in the court at Lausanne, Switzerland, entered against a publisher at Biel, who had used the word " Bottin " as a subtitle on a directory issued by him. The defendant claimed the word had now a general use equivalent to " year-book," and was common property; but the plaintiff claimed copyright because it was the name of the man who first in Paris hit upon the idea of listing addresses, which was then exploited under cooperation with the Didot firm of printers, and if the

name Bottin had acquired a technical meaning of general application it was due only to the large circulation of the annual address-books issued by the Didot-Bottin Company. By the way, the shares of this concern, which have a nominal value of 100 francs each, are now quoted on the market at 850 francs.

In France printers doing work for the state and local governments must pay their employees according to the union or syndical wage-tariff. The mayor of Havre discovered that a printer there, who had done some work for the city, had paid 5.75 francs instead of 6 francs per day to his compositors, and therefore directed that when this printer presented his bill to the city treasurer 110 francs should be deducted from it, this sum to be paid to the workmen who had not been properly remunerated. This was a rather logical yet somewhat peculiar lesson for the cheap-screw printer.

SWITZERLAND.

Zurich, with a population of 198,000, has 173 newspapers and periodicals, of which the *Tages-Anzeiger* has the largest circulation — over seventy thousand.

A cartographic museum, a novelty by the way, has been established at Geneva. The basis of it is the extensive collection of seven thousand documents, embracing books, manuscripts and maps, brought together by Elisée Reclus, when he worked on his great universal geography.

The appellate court at Geneva has sentenced the Printers' Union of Romance, Switzerland, to pay 400 francs ($77.20) indemnity to a number of business firms, because it had declared a boycott on them for advertising in the *Tribune de Genève*, a paper with which the union had strike and lock-out troubles.

GREENLAND.

At the expense of the Danish government several printing-offices are being fitted out for the colonies in this icy realm. A printing-office exists since many years at Godthaab, in southern Greenland. A second one will be started this year at Godhavn, in northern Greenland, to be followed later by one at a place not yet designated. The object of these is the spreading of literature in the language of Greenland, the publication of laws and official regulations, and the issuing of periodicals with instructive and interesting contents. Photographs will also be employed as helpful assistance to this end. The manager of the first printing-office was Lars Möller, a native, who obtained his craft education in Denmark in the sixties of the last century, his assistant being his son, John Möller, who was instructed in typography at Copenhagen in 1888. The latter, however, has sought a more remunerative field. The successors of the Möllers are Frederik Höegh and Hans Jensen, both natives, who went to Copenhagen to receive their typographic education. The latter will have charge of the new office in Godhavn.

SWEDEN.

A swedish marine officer has invented an apparatus designed to prevent the taking up of wireless messages by unauthorized parties, this end being attained partly by means of a printing method. In the sending and receiving devices are incorporated peculiar mechanisms which in their working make use of corresponding cipher systems. In the sending machine the ordinary message is changed automatically into a cipher message, which the wireless "current" transmits to the authorized receiving machine, which then translates the cipher back into ordinary language. Should another machine endeavor to receive it, the message would be but a mass of seemingly pied letters, as the message can only be transmitted correctly between machines having the same key or cipher system. A feature of the receiving apparatus is a special mechanism which delivers the message in printed form.

RUSSIA.

Compositors' wages in St. Petersburg range from 40 to 60 rubles ($22.40 to $33.60) a month.

During last year four hundred printers who had made themselves prominent in their union at St. Petersburg were arrested and condemned to punishment, 375 with imprisonment of greater or lesser duration and the others with banishment to far-off points in Siberia.

It is now seventy-five years since the invention of electrotypy, the originator, it is claimed, being Moriz Hermann von Jacob, who was born at Potsdam, near Berlin, September 1, 1801, and died March 10, 1874, at St. Petersburg. In 1838 Jacobi displayed before the St. Petersburg Academy plates which were electrotyped copies of engraved plates, whereupon Czar Nicholas provided him with means to further develop his invention.

BELGIUM.

The compositors in the Lambert printing-office, at Brussels, struck recently because of the employment of a woman as instructor on a newly installed monotype keyboard.



A TWISTER.
Photograph by Major Lee Moorehouse, Pendleton, Oregon.

THE MERCHANTS' ASSOCIATION OF PITTSBURG

YEAR BOOK 1908

Page-design by I. M. Harris, an I. T. U. student, of Brooklyn, New York.

TWELFTH

ANNUAL REPORT

OF THE BOARD OF DIRECTORS OF
THE SEDALIA PUBLIC LIBRARY
FOR THE FISCAL YEAR
ENDING APRIL 30



1907

SEDALIA, MISSOURI

Page-design by D. B. James, an I. T. U. student.

STEVENSON & COMPANY

Manufacturers of SALEM'S HIGH-GRADE PRESSES & AUTOMATIC DEVICES

HAMPTON, MASSACHUSETTS, U. S. A.



Type and borders cast by the Thompson Typecaster.

SPRING STYLES IN SUITS



ATKINS THE TAILOR
FASHIONVILLE

A Catalogue of

Deston Phonographs

Records, Reproducers, Attachments and Accessories

The Deston Phonograph has a Permanent Reproducing Point of Sapphire Which Does Not Require Changing

Deston Talking Machine Company
Factories:
Bluefield City, New Hampshire

Pastel Bold Series, 8-point brass rule No. 985, used with 2-point brass rule No. 481.
By courtesy of Barnhart Bros. & Spindler.



NATIONAL
AND AMERICAN
LEAGUES



BASE BALL SCHEDULE

WITH
PLAYING RULES
1912







COMPLIMENTS OF

HORN CO.

SPORTING GOODS

PHILADELPHIA, PA.

(A)

Adwriting



That's Our Business

Let us take up your advertising and put some life into it by departing from the beaten path of conventionalism. We lay out and write-up advertising matter along modern lines

Good Advertising Talk
Brings Returns

Hollis & Blake

Rooms 6-10 Mason Building, Boston, Mass.

(B)

(A) Set in Caslon Bold with 12 Point Border No. 1101, 6 Point Border No. 214 and Base Ball Players Nos. 3276, 3278 and 3275
(B) Set in Caslon Bold Extended with 12 Point Black and White Border No. 19 and Cut No. 5004
By courtesy of Keystone Type Foundry

Fifth Annual Banquet

of

THE LINOTYPE CLUB

of New York



January Fourth
Nineteen Hundred and Twelve

Hotel Waldorf

Organized 1907 Incorporated 1908

OPHTHALMOLOGY

A TREATISE
by S. David

THE YANSS OPTICAL CO.

Madison Avenue and Twenty-Third Street, New York City

LINOTYPE SPECIMEN COVERS

MARCH 1912

DAYS OF THE JOLLY ROGER

or

Fifteen Men On a Dead Man's Chest

Set in Century Bold, Cheltenham Bold Condensed, Cheltenham Bold, Cheltenham Bold Extra Condensed and Century Bold Condensed Series, with Border Matrices Nos. 8, 31, 95, 111, 220, 221, 222, and Matrix Slides Nos. 403 and 404.
By courtesy of Mergenthaler Linotype Company.

OF STUDIES

STUDIES serve for delight, for ornament, and for ability. Their chief use for delight, is in privateness and retiring; for ornament, is in discourse; and for ability, is in the judgment and disposition of business; for expert men can execute, and perhaps judge of particulars, one by one: but the general counsels, and the plots and marshalling of affairs come best from those that are learned. To spend too much time in studies, is sloth; to use them too much for ornament, is affectation; to make judgment wholly by their rules, is the humour of a scholar: they perfect nature, and are perfected by experience: for natural abilities are like natural plants, that need pruning by study; and studies themselves do give forth directions too much at large, except they be bounded in by experience. Crafty men contemn studies, simple men admire them, and wise men use them; for they teach not their own use; but that is a wisdom without them and above them, won by observation. Read not to contradict and confute, nor to believe and take for granted, nor to find talk and discourse, but to weigh and consider. Some books are to be tasted, others to be swallowed, and some few to be chewed and digested; that is, some books are to be read only in parts; others to be read but not curiously; and some few to be read wholly, and with diligence and attention. Some books also may be read by deputy, and extracts made of them by others; but that would be only in the less important arguments and the meaner sort of books; else distilled books are, like common distilled waters, flashy things. Reading maketh a full man; conference a ready man; and writing an exact man; and, therefore, if a man write little, he had need have a great memory; if he confer little, he had need have a present wit; and if he read little, he had need have much cunning, to seem to know that he doth not. Histories make men wise; poets, witty; the mathematics, subtile; natural philosophy, deep; moral, grave; logic and rhetoric, able to contend: 'abeunt studia in mores'; nay, there is no stand or impediment in the wit, but may be wrought out of fit studies: like as diseases of the body may have appropriate exercises; bowling is good for the stone and reins, shooting for the lungs and breast, gentle walking for the stomach, riding for the head and the like; so if a man's wit be wandering, let him study the mathematics; for in demonstrations, if his wit be called away never so little, he must begin again; if his wit be not apt to distinguish or find difference, let him study the schoolmen; for they are 'Cymini sectores.' If he be not apt to beat over matters, and to call up one thing to prove and illustrate another, let him study the lawyers' cases: so every defect of the mind may have a special receipt.

ESSAYS
By Mr
FRANCIS
BACON
LONDON
FIRST PRINTED
1625

Composed and cast on the Monotype in 12-point No. 137E, with No. 37E display lines and Monotype borders.
By courtesy of the Lanston Monotype Machine Company.

VOLUME IV NUMBER 8

THE HOME ARTS MAGAZINE

August 1912

Devoted to the Interests of Arts and Crafts Workers and to the Beauty and Comfort of the Home

BUFFALO, N. Y.
THE HOME ARTS PUBLISHING COMPANY

Set in Puritan Series, 12-point Arancio Border, Symphony Ornament No. 340.
Cross-line Rule: 24-point 794; 12-point 308; 2-point 785.
By courtesy of the H. C. Hansen Type Foundry.

Job Composition

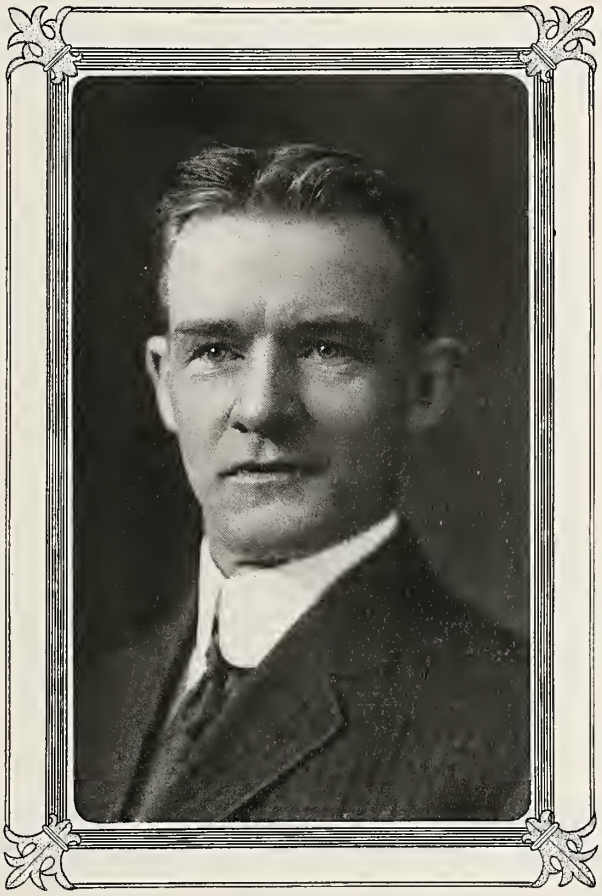
BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

M. O. Triplett.

"I am an advocate of simplicity in printing, as in living. Many jobs—like many bonnets—are spoiled by over-ornamentation. If an ornament will add beauty, put it in—otherwise leave it out. Experimenting with a lot of 'thingamajigs' is extravagance—it consumes time and wastes the boss' money."

Given a man with ideas like the one quoted above, and with an opportunity to pass those ideas along to a large group of apprentices, the result can not be other than beneficial to the trade as a whole. This combination of man and situation is found in the Pennsylvania Training School at Morganza, Pennsylvania, where M. O. Triplett is instructor in the department of printing, and where he is impressing upon the students the importance of good typographical design, from both the ethical and the commercial standpoints. He is not only giving the boys every aid and encouragement in producing high-class printing, but he is teaching them to consider the question from the standpoint of the man who pays the bills.



M. O. Triplett.

Mr. Triplett is distinctly a country-bred printer. He was born on a farm in Hillsdale County, Michigan, back in the seventies, and learned his trade in a country shop. In 1883 his parents located in Manton, a lumbering town in northern Michigan, and there his boyhood was spent, in an environment of pioneer activities. His parents gave him the advantage of the best education possible, and in 1891 he was graduated from the Manton High School, and went out into the world to make his way. He tried clerking, teaching—about everything but preaching—and finally entered the employ of the Manton *Tribune* to learn printing, although he had had some previous experience in a Battle Creek shop. The *Tribune* outfit was crude, no better than the average backwoods printery of that time, consisting of a few antiquated type-faces, a worn-out jobber, and a Globe press on which the little five-column paper was printed. Of his various duties while in this position he says:

"Every Friday morning it was my duty to push the go-cart around to the several blacksmith shops and gather up the parts of the 'Globe' which had been left for repairs after the wreck of the previous run. It was a wonderful experience for me, however, for I was the only 'printer' in the shop, and ads. and jobs had to be set and printed. If I did not know the way, I had to find it. It was at this juncture that THE INLAND PRINTER came to me with its suggestions and helpfulness. Through its reading, wrong ideas were corrected and my efforts were guided along correct channels, and I became confident in my ultimate ability and success."

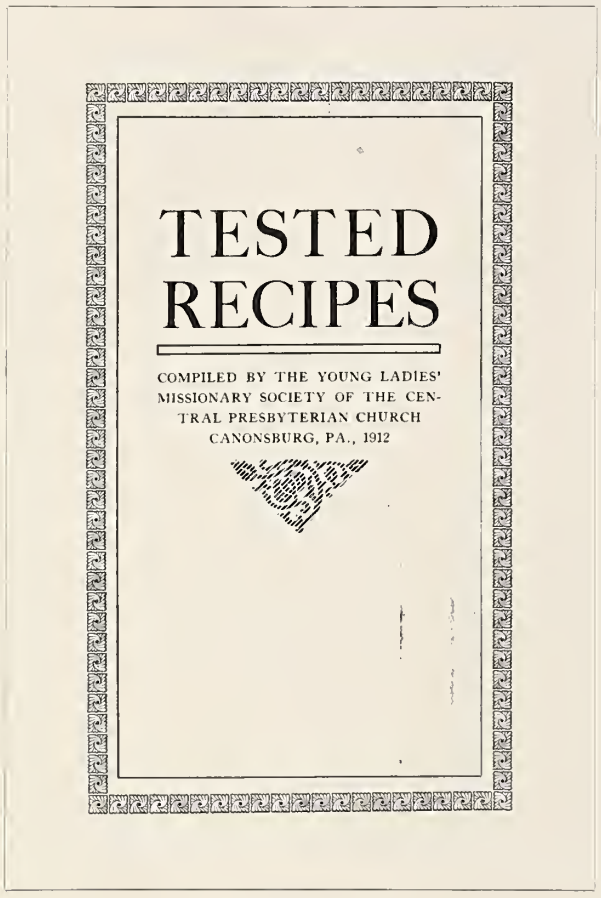
In 1897 Mr. Triplett accepted the position of ad.-compositor on the Fitchburg (Mass.) *Evening Mail*, and made the trip from Manton overland on a bicycle. At the end of six months he was promoted to the foremanship of the shop, which position he held until the suspension of the paper in the spring of 1908. It was sometimes necessary for employees of this shop to pawn their jewelry for meal-tickets, for the *Mail* pay-wagon was frequently wrecked somewhere between Monday and Saturday.

Regarding the inconvenience this caused, Mr. Triplett says:

"The *Mail* bunch were a jolly lot, however. Among them were 'Spider' Austin, who would weigh a hundred when happy; genial, jovial Walter Carter, who could tip the scales at 275 any old time, and George 'Washington' Blodget, the 'star' of the reportorial staff. George's middle cognomen was handed him by admiring colleagues in appreciation of the fact that he was always truthful. Walter could laugh and lose fat, but little fellows like 'Spider,'

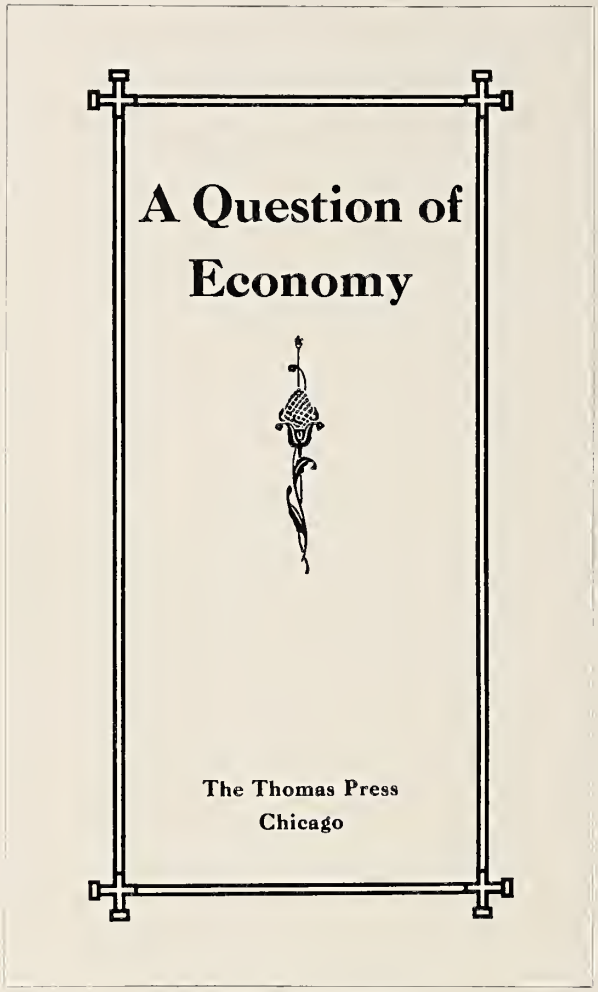
George and myself were pitiful objects with empty pockets at lunch time."

While in Fitchburg Mr. Triplett learned to operate the linotype machine, and followed this work until 1907, his first regular position being with the Brockton *Times*. He was later employed on the Brockton *Enterprise*, Grand Rapids *Herald*, Grand Rapids *News*, Toledo *Times*, Boston *Herald* and Boston *Journal*. To relieve eye-strain, caused by night work, he occasionally worked in the country, a few months at a time, among the papers furnishing him employment being the Nashville *News*, Marlette *Leader* and Mancelona *Herald*, all in Michigan.



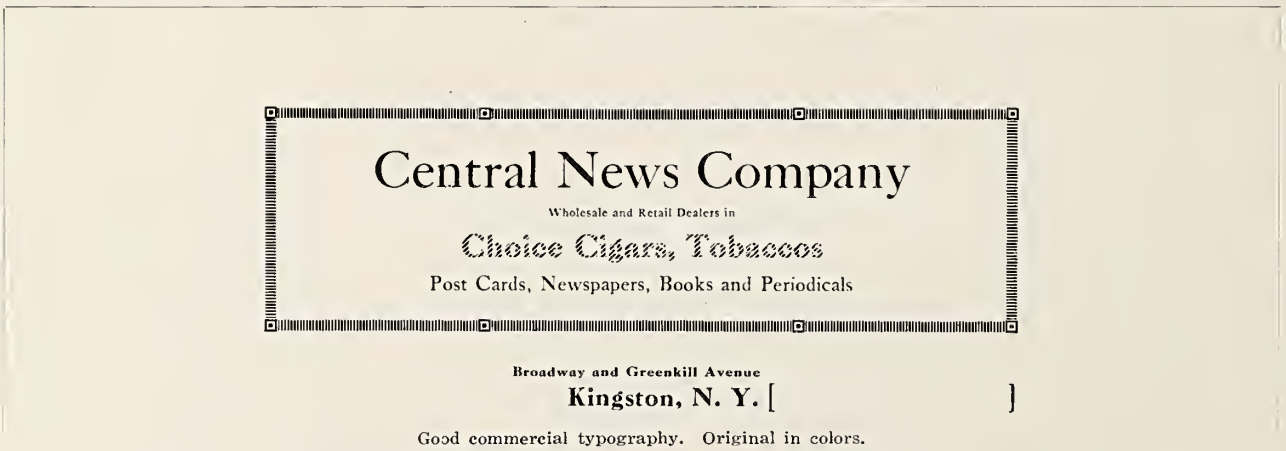
A pleasing page.

He has always found pleasure and profit in the pursuit of studies analogous to printing, and during 1906 completed a course in advertising. In 1907 he accepted a position as ad.-writer for Koch's Clothing House, in Alliance, Ohio, being very successful and receiving an increase in salary within the first month of his stay there.



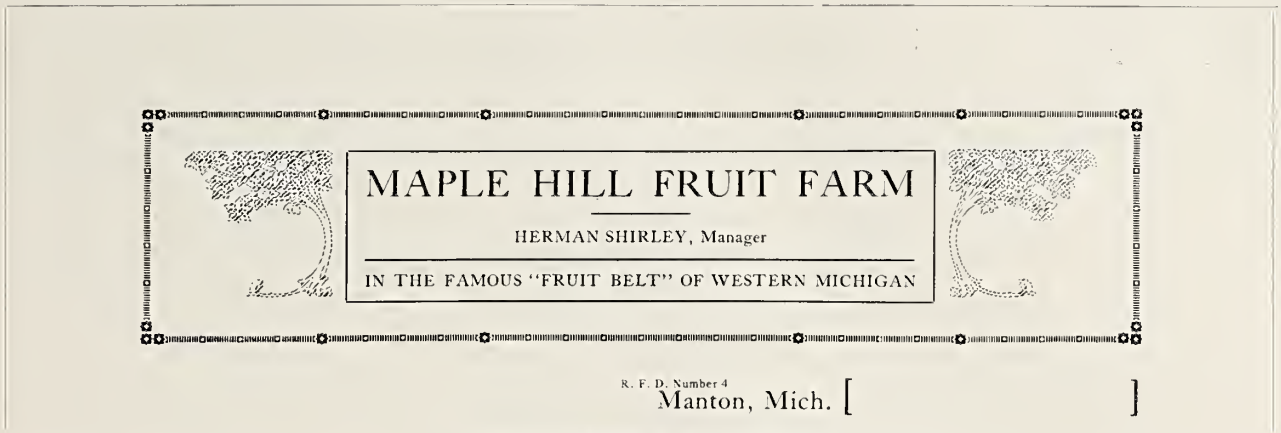
An interesting page-design.

In 1908 Mr. Triplett was solicited by certain business men of Manton, Michigan, his home village, to establish a second paper. He accepted, and the Manton *Record*, which made its bow to a none-too-appreciative public in the spring of 1908, was the result. It was a four-column, twelve-page paper, all home-print, with a job department in connection. Promptness in the delivery of printed matter was unknown



Good commercial typography. Original in colors.

in this town until his arrival, and with the slogan, "No charge made for printing not ready when promised," he made a decided hit with the users of printed matter, and it as the toughest job of his twenty years' experience. After a needed rest he went to Kingston, New York, where he worked in the job department of the Kingston *Freeman*,



A letter-head design by M. O. Triplett.

the business showed a continual gain from the first day, although during the first year it was conducted at a loss. He continued this business until July of last year, when he sold to his competitor. It was a constant grind for three years, a dozen hours a day, seven days a week, without a single day's vacation during the whole time, and he regards



Mr. Triplett appreciates the value of appropriate typographical design.

thence to Newark, where he was employed for a time by Brant & Borden.

Mr. Triplett is at present instructor of printing in the Pennsylvania Training School, at Morganza, Pennsylvania. Of his very successful work there, he says:

"There are about five hundred boys and girls here. Besides a school of letters, there are several shops in which instruction in industrial lines is given. The print-shop is equipped with two platen presses, a paper-cutter, perforator, stitcher, with a good equipment of type-faces, borders and ornaments, such as Caslons, Cheltenham, Engravers' Old English, Copperplate Gothic, Cloister, etc. The printing of the necessary blanks and stationery of the school requires only a small portion of the time, and the remainder of the time is spent in instructing the boys in the theory and practice of printing. I find time here to pursue the I. T. U. Course in Printing, which I find very valuable."

Asked as to the influences which brought about his interest in the better grades of typography, Mr. Triplett said:

"My interest in the higher classes of printing dates from the beginning of my career as a journeyman. I became a member of the union in 1897, after which I came in contact with a better class of workmen, which stimulated me to do better work. It was about this time, also, that I became acquainted with THE INLAND PRINTER, and an intimate acquaintance with any publication of this character will arouse any printer's interest in the better classes of work.

"What little success I have achieved in printing is not due to luck, but is the result of hard, conscientious work and study. But it has been a labor of love, for good printing is my hobby, and in the making of it I find real joy and satisfaction. I have another hobby — *promptness*. No printer can hope to succeed without it. It will buy new presses and make the old ones pay more dividends. Clean up every job on the hook to-day and hustle for new ones to-morrow — that's my motto — and it's a good one, too — I've tested it."

WHETHER THEY NEED IT OR NOT.

Farmer — "Here's a letter from city folks answerin' our ad., Mirandy. They want ter know if there's a bath in the house. What'll I tell 'em?"

His wife — "Tell 'em the truth. Tell 'em if they need a bath, they'd better take it before they come." — *Ex.*

Specimens

BY F. J. TREZISE.

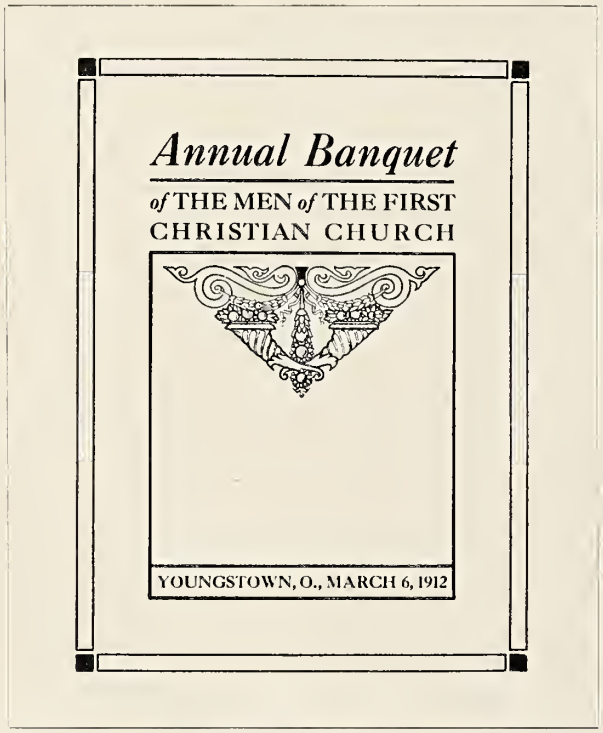
Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

HENRY J. HERBOLD, Buffalo, New York.— The work is all neatly done, and calls for no criticism.

HENRY J. HARDY, Columbia, South Carolina.— The blotter is well designed and should prove effective advertising.

JOHN MCCORMICK, Troy, New York.— The folder is very cleverly gotten up, and is in keeping with your generally excellent work.

A. J. MCANALLY, Omaha, Nebraska.— The work is all excellent, the program for Miss Blanche Sorenson being an especially dignified and pleasing treatment.



Good typography by Henry Nidermaier, Youngstown, Ohio.

A HAND-LETTERED wall-card by Randall, McKee & Co., Spencer, Iowa, is elaborately printed in gold and colors, and is very striking. The colors are well handled.

FROM Fred A. Oberg, printer on the U. S. S. Connecticut, we have received a package of interesting specimens. They are well designed and nicely printed in colors.

HARRY J. FREEBURG, Memphis, Tennessee.— We find nothing to criticize in the specimens which you have submitted. The letter-head for E. H. Clarke & Brother is excellent.

THE menu of the First Annual Employees' Dinner of the Review Printing & Embossing Company, of Chicago, is very nicely gotten up, the embossing being especially effective.

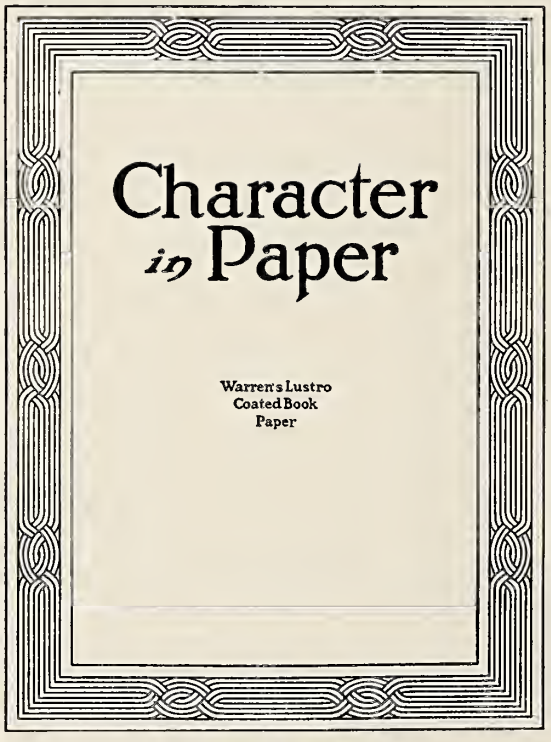
ATTRACTIVE typography, together with a careful consideration for the interests of the man who pays the bills, characterizes the work of Henry Nidermaier, of Youngstown, Ohio. While his designs show a careful planning and a regard for correctness of detail, the commercial or dividend-paying feature is not lost sight of. Some printers are given to the turning out of work which is not only elaborate but is time-consuming, and in which the effect does not justify the additional expenditure. Not so Nidermaier. His product always shows a combination of the practical and artistics, which is the desirable thing in commercial printing.

The Artisan, published by the workers of the State Trade School, of Bridgeport, Connecticut, is an attractive little paper, well printed and containing interesting text-matter.

C. A. HAKINS, Toledo, Ohio.— The specimens show a clever originality in design and a careful appreciation of the value of good color combinations. They are unusually striking.

A CALENDAR from Eric Peterson, with the Singmaster Printing Company, Fort Wayne, Indiana, is a pleasing conception in browns, with an illustration tipped on above the calendar.

WE show herewith a reproduction of the attractive cover-design of a booklet recently received from the J. W. Butler Paper Company, and



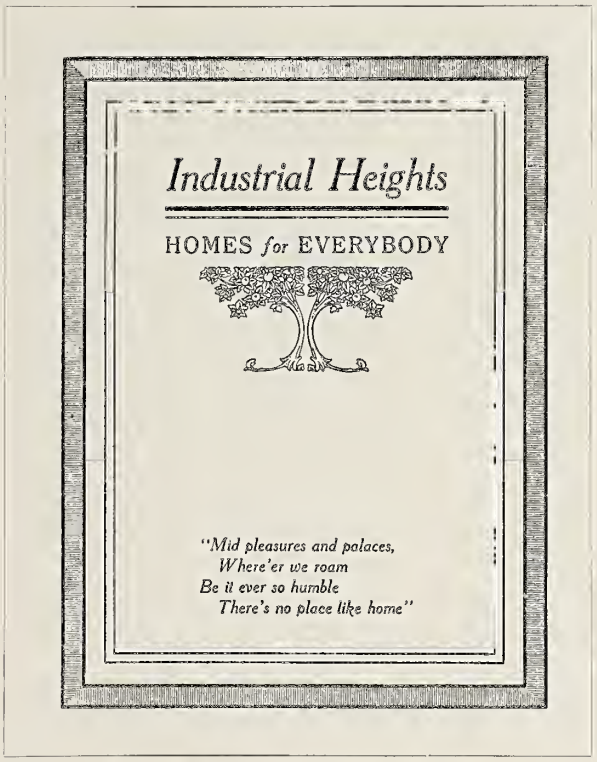
An attractive cover-page.

devoted to Warren's Lustro coated book-paper. The original cover is printed and embossed in gold and black on white stock, and is very effective.

WALTER LITTLEWOOD, Chicago.— The cover-page for Les Cheneaux Club, set in the text letter, is very pleasing, and calls for no criticism whatever. The selection of colors is also good.

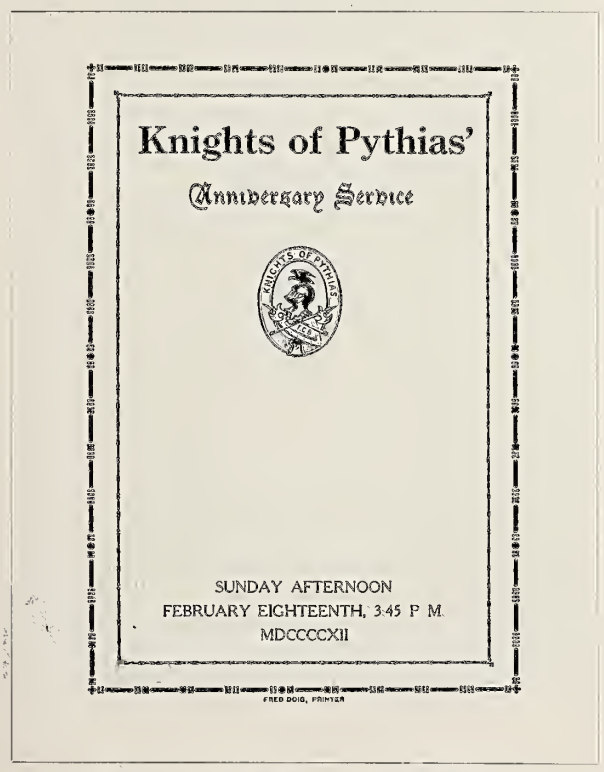
WILSON PUBLISHING COMPANY, Waycross, Georgia.— The rules which form the inner panel on the title-page of the folder are too light to

harmonize in tone with either the type or the outer rules. We would also suggest the centering of the inner panel. The card is very nicely gotten up.



By M. E. Miller, Fairmont, West Virginia.

M. E. Miller, Fairmont, West Virginia.— While all of the work is satisfactory, we like best the cover for the Industrial Heights booklet, a reproduction of which we show herewith. It is a very pleasing design.



Page by Fred Doig, St. John, New Brunswick.

Seth Montgomery, Lipan, Texas.— We would suggest that you arrange the blotter in such manner that all of the reading-matter runs in the same direction. This could be done by having two panels instead of three, the smaller one to occupy the same amount of space that is now given to those at the ends.

Fred Doig, of St. John, New Brunswick, sends in a package of excellent type-designs, all of them well gotten up. We show herewith a reproduction of one of the cover-designs.

R. M. Coffelt, Junction City, Kansas.— We find little opportunity for criticism in the work that you have sent. It is uniformly good, and shows a careful regard for appropriate treatment.

Alvin E. Mowrey, Franklin, Pennsylvania, has sent in another package of commercial work, all up to his usual good standard. Typography and color are handled in a very pleasing manner.

A most effective bit of advertising is a calendar recently issued by Frank Bittner, designer, New York. It consists of a striking color reproduction, tipped on a background of gray and surrounded by a



An attractive calendar design by Frank Bittner, New York.

border in gold, with the lettering and calendar underneath. The lettering is printed in gray and is particularly good. We show herewith a reproduction.

E. W. Dadmun, Boston, Massachusetts.— The business card is very pleasing, both in its conception and in the manner in which it is arranged. The color combination used is very harmonious.

H. Emmet Green, El Dorado, Kansas.— The work is all thoroughly satisfactory, the cover-page for the religious leaflet being an unusually appropriate arrangement, with decoration in harmony with text.

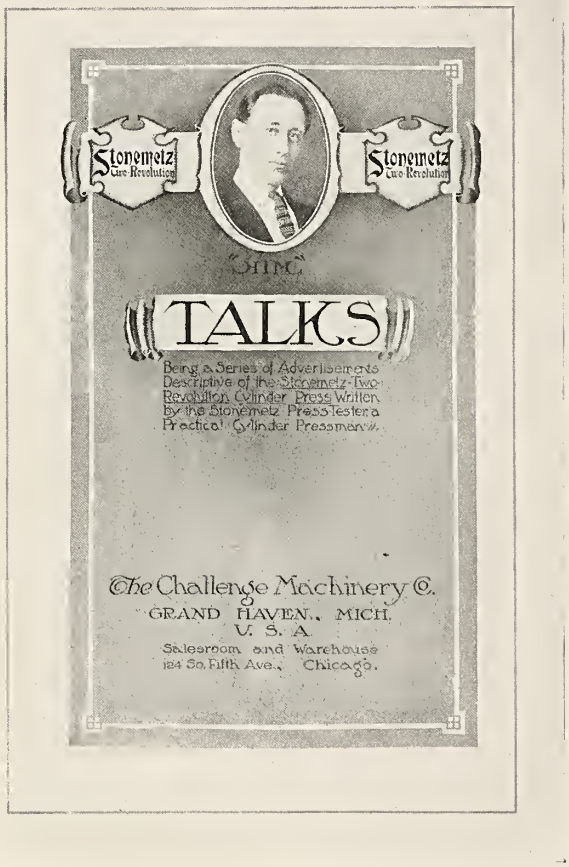
Earl F. McGinnis, Lewistown, Montana.— The specimens are all well arranged, and show an excellent conception of type-design and the use of color. The blotter, however, shows a rather large proportion of red.

Thomas J. Malloy, Cleveland, Ohio.— Your specimens show throughout a careful appreciation of the proper uses of type-faces in relation to the character of the work in hand, and also an excellent understanding of the principles of design as applied to typographical

arrangement. We would suggest that the lower group on the title-page for the high-school booklet be raised a trifle, as it crowds the border too closely.

MILTON MOODY, Rule, Texas.— One or two of the specimens show a tendency toward the use of rather large type-faces, but otherwise the work is satisfactory. The heading for *The Mansfield Sun* is very nicely handled.

THE Challenge Machinery Company has issued an attractive booklet, entitled "Talks by the Press Tester," and consisting of a series of



A handsome title-page. From the late booklet of the Challenge Machinery Company.

advertisements descriptive of the Stonemetz cylinder press. The work throughout is excellent. We show herewith a reproduction of the title-page, the original of which is in colors.

HODGSON REALTY COMPANY, Fargo, North Dakota.— The folder by Walker Bros. & Hardy is well gotten up, and is an excellent piece of advertising literature. The combination of stock and colors is very pleasing.

A BOOKLET recently received from the Thomson Printing Company, of Philadelphia, Pennsylvania, is an unusually attractive piece of work. The cover, printed and embosed in red and gray on gray stock, is very pleasing.

A SET of commercial stationery by L. C. Schmidt, of the Acme Printing Company, Milwaukee, Wisconsin, is very attractively gotten up in colors, and embossed. The typography is excellent, and calls for no criticism.

COMMERCIAL specimens from A. K. Ness, Cheboygan, Michigan, show the careful attention to detail and regard for simplicity in design that have always characterized his work. They are deserving of the highest praise.

A BOOKLET, entitled "Buyers at Beyer's Buy Printing Satisfaction," is being distributed by Ernest Beyer, Atlantic City, New Jersey. It contains numerous half-tone illustrations of the Beyer plant, and is very nicely gotten up.

TASTY typography and a pleasing use of colors are the strong features in the work which comes from the plant of the Hopson Printing Company, Omaha, Nebraska. A package of recent specimens contains much meritorious work.

EDWARD E. BAILEY, Centre Hall, Pennsylvania.— The letter-head for *The Centre Reporter* is exceptionally pleasing, as is also the circular for H. J. Lambert. None of the other specimens contains anything which calls for criticism.

P. F. CLOSE, Dixon, Montana.— The letter-head set in the one series is the best of the group, due to the fact that a harmony of shape is thus maintained throughout the design. The other headings, and especially the one on which the condensed letter is used, lack this harmony of shapes which is necessary to the best in typographical design.

WE show herewith a reproduction of an interesting business card of Gurnell C. Green, London, England. The original is printed in black and gray-green on white stock, and is unusually effective.



A clever card arrangement. Original in colors.

MERCANTILE PRINTING COMPANY, Honolulu, Hawaii.— The specimens are very attractive from the standpoint of both color and design, the combination used on the bill-head being unusually pleasing. We think, however, that the green on the envelope is just a trifle strong.

THE Quadri-Color Company, of New York, is showing, in the *Quadri-Color Magazine*, most excellent examples of high-grade color-printing. For its artistic appearance, as well as for the demonstra-



A handsome cover-page.

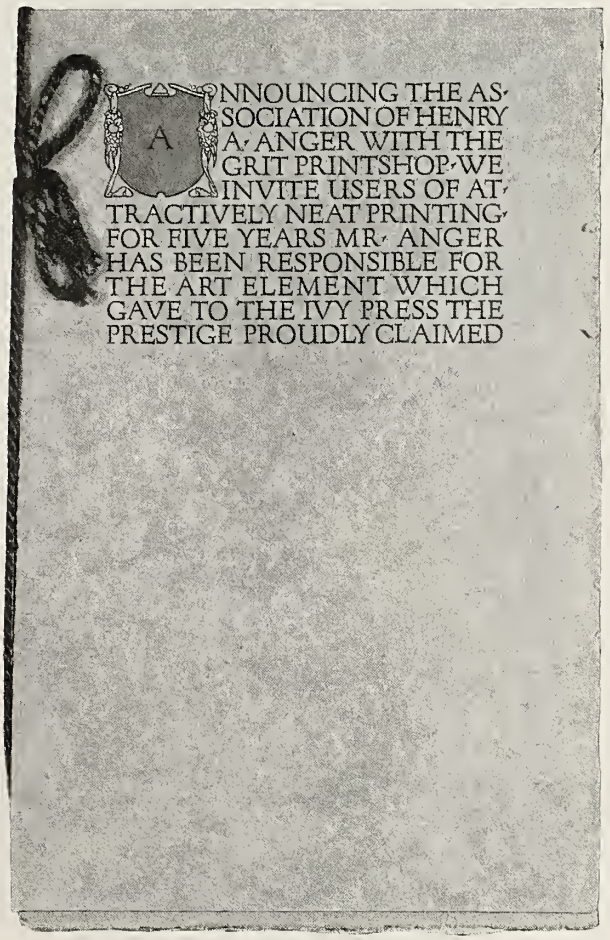
tion which it affords of the possibilities of the quadri-color process, the magazine can not be too highly commended. We show herewith a reproduction of the cover.

A PACKAGE of specimens from Corday & Gross, Cleveland, Ohio, contains a number of examples of the high-grade catalogue and booklet

printing for which this house is famous. The work is all well designed, and the plate-making and presswork are of the very best.

Good Health Publishing Company, Battle Creek, Michigan.— The booklet is very pleasingly gotten up, the cover-page being especially attractive. The colors are also very harmonious and lend themselves to the effective bringing out of the values in the half-tones.

Perhaps the most attractive group of specimens to reach this department during the past month has come from Henry A. Anger, who is now with the Grit Print Shop, Seattle. Excellent selections of



Artistic cover by Henry A. Anger, Seattle.

stock and colors, combined with attractive typography, result in examples of high-class printing which are up to the standard of Mr. Anger's previous work. We show herewith reproduction of one or two of them.

A catalogue from The Heer Engine Company, Portsmouth, Ohio, is well designed and printed. The borders around the pages, being composed of a number of hair-lines, show in spots the broken appearance which so frequently characterizes the use of hair-line rules.

A package of commercial work from J. L. Frazier, Lawrence, Kansas, is handled in the same capable manner that has characterized Mr. Frazier's previous contributions to this department. Neat, tasty typography and carefully selected color-schemes are noted in all of the work.

F. J. Kerwin, Great Falls, Montana.— The work is all excellent, calling for no criticism whatever. We would especially compliment you upon the appearance of the specimen entitled "Charley Russell's Sentiments." It is excellent typographically, and the colors are very pleasingly used.

L. M. Hesterly, Hendersonville, North Carolina.— The letter-head is very neat, although we would call your attention to the fact that the effectiveness of the text letter is spoiled by letter-spacing. Some other arrangement of the central group, avoiding the wide spacing, would be preferable.

W. W. Preston, Lynch, Nebraska.— A careful attention to details in spacing would improve some of the specimens. In the feature line of the heading for The Tonner Pharmacy we would call your attention to the appearance of unequal spacing between words, due to the fact that you have neglected to take into consideration the shapes of the letters. The placing of spaces of equal size between words does not insure the appearance of perfect spacing in print, and you should be careful that the area of white space between the words is equal. Other than this feature of spacing, the specimens are very good indeed.

C. C. Muller, Columbia, South Carolina.— The blotters are neat in arrangement, and we find little, if anything, to criticize in the manner in which they are gotten up. We would, however, suggest that where you use initials, more care be given to the spacing around them than is shown in this work.

P. D. Crew, Creighton, Nebraska.— On the letter-head, we would suggest the use of a shorter rule above the address, and would also suggest that it be of the same face as that used on either side of the top line. The ornaments used on the title-page of the folder are a trifle strong and detract from the effectiveness of the text-matter.

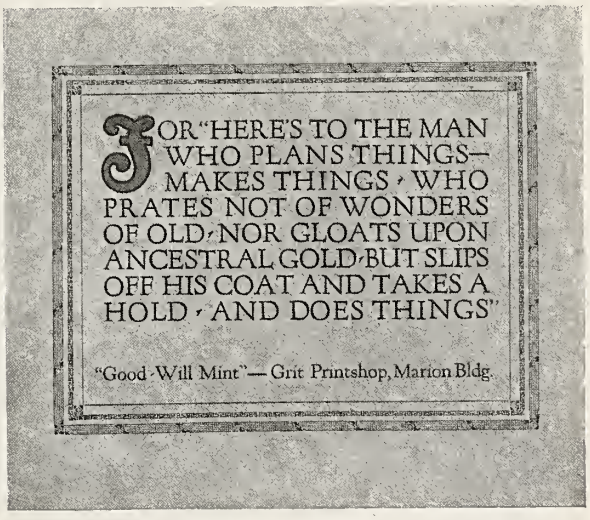
A copy of *The Glenwood Boy*, published by the Glenwood Manual Training School, Glenwood, Illinois, is very nicely gotten up, and reflects much credit upon Fred E. Wolff, instructor in the printing department, and the boys in his charge. The fact that some of the text-matter is leaded and some solid detracts a trifle from the general good effect.

Times Print, Graettinger, Iowa.— The title-page of the folder would be more satisfactory if you were to gather the matter which forms the two upper groups into one group, not only because of the fact that as text-matter it should not be divided, but because it would simplify the page to have but the two groups. The balance of the specimens are all excellent.

A. F. Benbow, Bellevue, Kentucky.— The card is a most effective piece of type-designing, and the color selection adds much to its value. The panel arrangement on the letter-head does not, in our opinion, add anything to the appearance of the design. We would prefer rules running across the heading on either side of the words which are printed in red.

Will F. Jackson, Plano, Texas.— We would suggest that the large number of panels used on this card rather complicates it, and at first glance it is not as readable as it should be for an effective piece of advertising. We think that a different arrangement of this card, cutting out most of the panels, and possibly raising the first two lines, would be better advertising.

San Bernardino *Daily Sun*, San Bernardino, California.— The selection of the stock for the cover of the booklet was unfortunate, owing to the large amount of matter in the design. While the color of the stock is a very pleasing one, it is too dark for a page containing small type, and would be at its best in combination with a strong design containing but a few words.



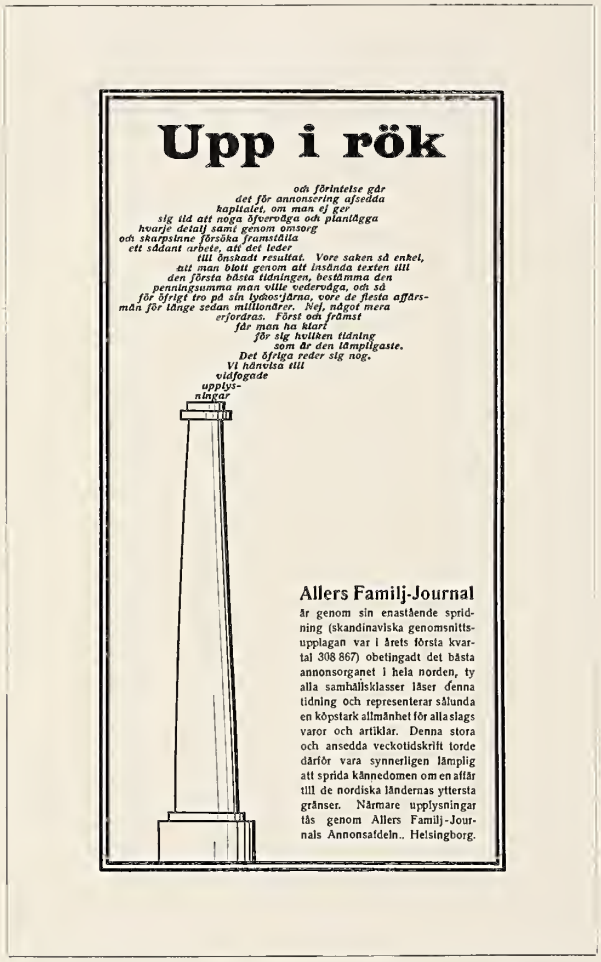
Attractive typography by Henry A. Anger, of Seattle.

Howard J. Bridgewater, Springfield, Vermont.— We would suggest the placing of the group, "Directory, 1912," nearer the top of the page, closely following the first two lines. This would simplify the page by making two groups instead of three, and would do away with the dividing of the center panel directly in the middle — a thing which should be avoided in the interests of proportion.

E. S. Barbee, Steubenville, Ohio.— The specimens are very nicely gotten up, although we would call your attention to one or two points regarding them. We would suggest that while the first page of the program for John Colville Dickson is quite unique, and would be very effective if there were but a few words of text-matter in the upper

panel, and these words in rather large type, still the fact that there is so much text rather spoils the appearance as it now stands. The conception of the border arrangement is excellent, but it should be used with a different kind of text-matter. The other specimens are very pleasingly gotten up, and we find nothing to criticize.

R. D. KINNEY, Oelwein, Iowa.— These specimens are all good in arrangement and, with the exception of the calendar, pleasing in the selection of colors. In this particular specimen, however, we would suggest that you use a green tint instead of the blue, as it will harmonize more pleasingly with the stock on which the calendar is printed, and also with the red ink which you have used for the second color.



Unique advertisement by Axel M. Landgren, Copenhagen, Denmark.

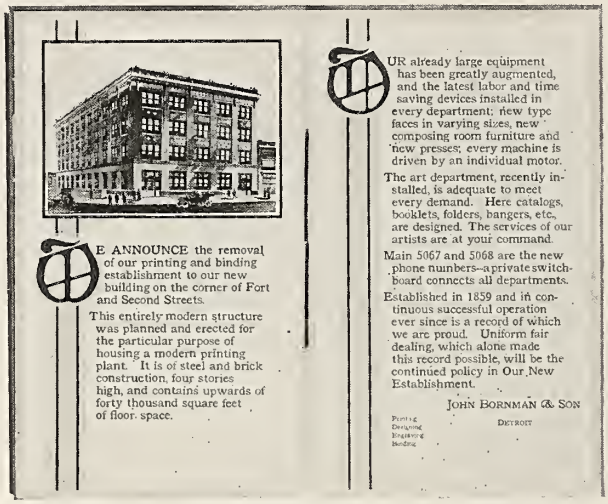
A PACKAGE of specimens from Axel M. Landgren, Copenhagen, Denmark, contains some interesting and clever type arrangements, two of which we show herewith.

THE PEARL PRESS, Brooklyn, New York.— The cover of *Print Talks*, for February, is exceptionally well designed, but we think that the color-scheme which you have used is not effective, and would suggest that some color other than the gold would be much more satisfactory. On the inner pages the green is much too strong, and we would suggest that it be toned down with yellow.

HOWARD C. HULL, Asheville, North Carolina.— We would suggest that you avoid the use of too great a percentage of the warm colors — red, orange and yellow — in your commercial work. The booklet for the St. John Hotel is an illustration of the use of a little too much orange in connection with black, and if you were to put a greater proportion of the job in black, with just enough of the orange to brighten up the various pages, the result would be more pleasing.

J. A. ABNEY, Columbus, Mississippi.— The specimens of commercial stationery are excellent. We would, however, suggest that you avoid using too many type-faces in one piece of work, as this generally results in a lack of harmony of shapes. This is illustrated in the letter-head for J. R. Richards. A failure to use rules for underscoring lines which are of approximately the same weight as the type-face results in a lack of tone harmony, as the letter-head for T. C. Owen will illustrate. Where black and red are used as a color-scheme, we would suggest that the red be more of an orange hue than you have used on the letter-head for Bader Brothers. A little yellow mixed with the red would give the proper effect.

IN a very attractive booklet, a reproduction of two of the pages of which we show herewith, John Bornman & Son, of Detroit, announce their removal into their new building. The booklet is printed in light brown and dark brown on India tint stock, and is very effective.



Pages from an attractive announcement by John Bornman & Son, Detroit.

J. H. HUNTRESS, Delavan, Wisconsin.— Some of your specimens show a lack of shape harmony, due to the fact that you have used too many different type-faces in combination. This is especially noticeable on the letter-head for the Delavan Lake Boat & Engine Company and



Unique advertisement by Axel M. Landgren, Copenhagen, Denmark.

the bill-head for James Davidson. The folder for Allynhurst Farm is nicely arranged, but the half-tones are not made ready as they should be, especially the vignetted ones. The Monday Club program is especially well done.

IN the typographical insert of the January INLAND PRINTER, we used a page modeled after a design by Joseph J. Seiberlich, of St. Paul,

Minnesota, together with other pages after suggestions by students of the I. T. U. Course in Printing. In accordance with our usual custom, we gave credit to those whose ideas had been worked out in the pages, but unfortunately Mr. Seiberlich was not given the proper credit for his part in the work. We make this late apology in an effort to at least partly right the error.

FROM Fred W. Kiessling, with The Penton Press Company, Cleveland, Ohio, we have received a copy of an attractive book, entitled "McKinley Birthplace Memorial." It is handsomely printed on antique stock, with the illustrations printed from half-tones and tipped on. The book is bound in white with gold lettering.

J. WARREN LEWIS, Visalia, California.— While the specimens are, in general, very good, still we think that on a few of them the use of smaller sizes of type, with more white space, would be an improvement. The letter-head for the Visalia Board of Trade is unusually good. The red stock used on the menu for the Riverside Café is not pleasing to the eye, and the result is that the items are difficult to read.

AMONG the specimens from Fitch Bros., Central City, Nebraska, perhaps the most interesting is a time-card gotten out as an advertisement. The form is kept standing, and contains time-tables of all the roads running into the city, and with each change of time on either of the railroads a new card is gotten out and distributed. It is an effective means of publicity. The other specimens are also well printed.

A. L. BARRETT, Curling, Newfoundland..— We note throughout the work a tendency toward the use of too much white space between words, and would suggest that you space a little closer, especially in display lines. We would also suggest that, wherever possible, you avoid the separating of the name of the city from the name of the State or Province. Placing the street address separate from the city is not objectionable, but as a general thing it is preferable to keep the city and State or Province together in the type arrangement.

W. C. MARSH, Kinston, North Carolina.— We would suggest that you gather the text-matter on the conference-directory cover into two or three groups, instead of spreading it all over the page. Where the matter is separated into so many spots or forces of attraction it is not pleasing to the eye, and is not as easily grasped as where it is confined to a few groups. On the other cover, the keeping of the words "Directory of Queen Street Methodist Church" in one group would be an improvement. The other specimens are well handled.

J. H. SCHUYLER, Carrollton, Illinois.— The blotter is well gotten up, although the effect as a whole is that of considerable decoration and a large number of panels. While we would not seriously criticize this piece of work, still we feel that if you were to confine it to a more simple arrangement the advertising value would be greater. This is especially true of the center panel in which you have placed the words one under the other, an arrangement which is invariably harder to read than where the words follow each other across the line.

H. G. FOX, Yankton, South Dakota.— While the work is very good, we would call your attention to one or two points regarding it. On the menu cover-page we note that you have used rules which are too light to harmonize in tone with either the type or the border, and would suggest a slightly heavier face. We would also suggest that the word "menu" be placed a trifle higher on the page, instead of in the center of the space between the upper and lower groups. Inasmuch as there is a large amount of matter at either end of the letter-head for the State Normal School, we would suggest that the feature line of the heading be set in type one or two sizes larger than you have used.

WILL R. BURGE, Cherryvale, Kansas.— The specimens are well handled, although we would make one or two suggestions in regard to them. We would suggest that you confine each piece of work to one or two series of type, rather than several different faces. This use of a number of different styles is particularly noticeable in the letter-head for the Carey Commission Company. Confining a job to one series insures a harmony of shape which is not obtainable where type-faces which vary greatly in their characteristics are combined. We would also suggest that, in printing work in black and red, you use a red which inclines more toward the orange, thus giving a more pleasing contrast to the black. A little yellow in the red which you are now using would give the desired result and would brighten up the work, especially on such specimens as the letter-head for the shoe and clothing company.

NOTE.— Owing to the fact that the originals of the specimens reviewed in this department furnish excellent material for those in search of a variety of ideas, we have made arrangements to furnish them to our readers at a nominal price. These specimens of printing may be had in varying quantities and in packages consisting of miscellaneous assortments or one specified line of work, as desired.

NATURE overlooked a bet when she failed to arrange so that a swelled head would hurt as much as a swelled thumb. — *Ideal Power.*

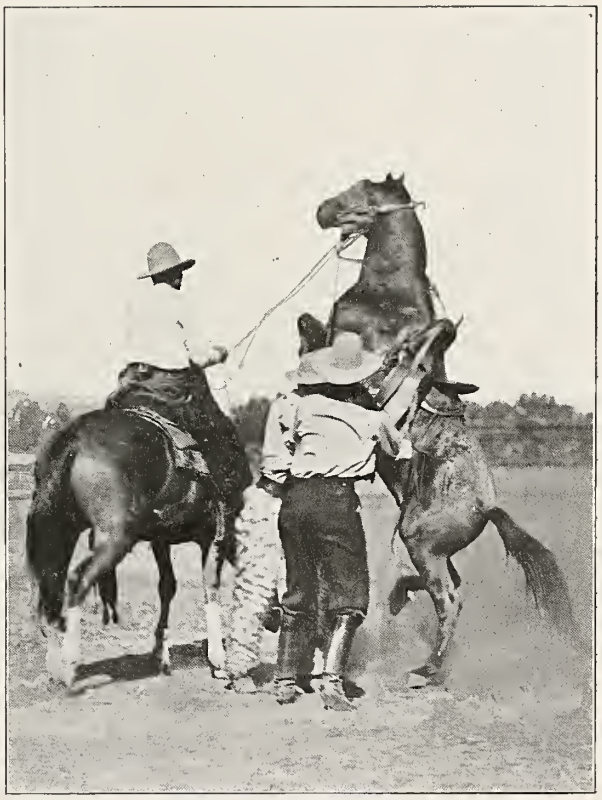
Written for THE INLAND PRINTER.

DISTINCTION OF IRREGULAR SHAPED ADVERTISEMENTS.

BY RICHARD C. GREEN.

MOST printers probably have noticed that the advertisements of the regular advertisers in the city papers are set in uniform styles. And there is a reason. Men who are employed to write these advertisements, and who have made a complete study of advertising, wish to have their respective stores' advertisements set in that way. In so doing, their advertisements can be easily noticed in a paper by those readers who have need of keeping posted on their announcements of prices, etc. One advertiser might use a certain border around his advertisement at all times, or probably a certain border and a certain face of type for display lines. A department store might continuously use the same border around its advertisements, the panels might be set off by the same kind of rule at all times, and the firm name might be in exactly the same position in the advertisement, in the same type-face or plate. A furniture store or hardware store might insist on having its display lines set without a single capital in them, or what not. Just anything to enable its advertisement to bear distinction among others.

Country printers will be surprised to find how easy it is to have a certain style for each of their advertisers and have each advertisement different from all other advertisements in the same issue. This will be helped unawares, probably, by the men who write the advertisements, for they will naturally get them all up in about the same shape. Such a style would be a benefit to advertisers and also help the appearance of a country paper. Try it.



CINCHING THE BRONCHO.

Photograph by Major Lee Moorehouse, Pendleton, Oregon.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Misuse of an Article.

A. A. Y., Lynchburg, Virginia, writes in the letter quoted elsewhere: "A thing not clear among printers is the use of an before words beginning with u. The *National Magazine* recently had the phrase 'an union' in an article by one of our best writers. He certainly did not want union pronounced oonion. Please straighten him out. An utter failure, correct. A union, correct."

Answer.— This request has been anticipated. The subject is treated fully in our issue of last month. Printers are not alone at fault in this matter. It is altogether likely that they only followed copy. When writers do not know how to write anything so simple correctly, how can we hope that it will always be printed correctly? Some of those who write incorrectly are most persistent in having things their own way.

The Effort to "Simplify" Spelling.

How can the propagandists of so-called "simplification" hope to secure good results by making more confusion instead of really simplifying? One of their changes in spelling that seems to have been adopted widely is the use of program instead of programme. While this really does give a simpler form, it has been disastrous in a way that indicates a benefit in keeping the longer form. We are asked why people do not insist on retaining the original termination in diagram, telegram, etc. The answer is easy. It is because these words have an additional syllable, which conserves the vowel sound in the last syllable. That vowel is the full-sounding one heard in cat, hat, mat, and should not be weakened to almost nothing, as we hear it so often in the two-syllable word. But this objection would not hold in most cases. Speaking generally, the proposition to make only isolated changes, a few at a time, is the one that indicates loss rather than gain in making any extended alteration. One magazine which has accepted some of the proposed "simplification" gives us good ground for objection in spelling surprize, revizion, arouze, and some others commonly spelled with s, but retaining wise, decision, is, has, all plurals, and most other such words as we know them. If they would make it a rule always to spell the soft sound with z, as wize, iz, haz, wordz, etc., and the hard sound with s, as some, saw, sound, there might be some sense in it. We submit that something like this, making changes in phonetic categories, might work, even if offered gradually, one or two categories at a time; but the magazine example mentioned only adds to the already too great burden of memory-work. That the "simplifiers" have undertaken a task they can not quickly or easily accomplish is indicated by their experience with a certain word that we have heard they have discussed. They could not agree, we are told, upon a way to simplify what we all know as freight. Some wanted to spell it one way, some another, and two or three more spellings may have been suggested. This editor's opinion is that no reform has yet been suggested that did not tend to add confusion and difficulty, and efforts toward "reform" have been almost continuous for centuries. Let us keep to the spellings we know, except when forced to burden ourselves at the behest of those who pay us.

Use of Than After Different.

A. A. Y., Lynchburg, Virginia, writes: "In your March issue, page 881, top of second column, you say, 'you will feel different and be a different man than you are at present.' Is not this use of than entirely erroneous? Since than is originally then, and implies two degrees of comparison of its antecedent, it strikes me that than should follow only words which are grammatically comparatives. Different is primarily a present participle, meaning 'bearing apart,' or 'bearing away,' and 'separation from,' not 'separation than.' I won't discuss it further, but if you have any reason for its use I would be glad to hear it, as I am persuaded it would hardly be used editorially in THE INLAND PRINTER if you did not have some precedent. I have not been a proofreader long, but as an editor myself and a graduate of one of our best literary colleges, where I made languages, and especially English, my main study, I must take issue with you till you justify yourself."

Answer.—Before criticizing this letter, we may ease our critic's mind somewhat by answering his question affirmatively. Such use of than is not good, according to present usage, although, as it was once considered allowable, we can hardly admit that it is entirely erroneous. In asserting a difference between two things, or between two phases of one thing, different is now commonly followed by from, and than is used in expressions of comparison, after the comparative degree, as better, more, less, other, rather, etc. Sometimes different is followed by to, especially among Englishmen. The Standard Dictionary says that different to is an undesirable English colloquialism. The Century Dictionary says: "The relation of opposition is often lost in that of mere comparison, leading to the use of to instead of from. This use [different to] is regarded as colloquial or incorrect, and is generally avoided by careful writers." These two dictionaries say nothing about using than after different, but another of equal standing does mention it, and this we shall note later.

"Since than is originally then" is no reason why the word should not be used in the connection objected to, even if it were strictly true. Its partial truth is simply the fact that these two words were once only one word with numerous spellings, and with the same different meanings which

now make them separated words. Than used sometimes to mean what we now express by then, and then sometimes meant what we now express by than. If our correspondent means that than was originally spelled then, he asserts as fact something that may be true, but probably is not. It is more probable that than was the original spelling. If he means that the original sense of than is then, he still is indulging in temerariousness instead of the meticulosity which he evidently intends. Milton used then in the present sense of than, and so did Spenser, and the use was even more common before their time; but this is far from proving that such use preceded the spelling than in any sense. Probably the Anglo-Saxon word from which we get both than and then did originally mean then.

The best grammatical reason for objecting to "different than" seems to be that the expression substitutes a conjunction where a preposition is proper.

"Different is primarily a participle," says our correspondent, just before stating that he takes issue with us till we justify ourselves. Such justification is much easier than any we can find for his assertion that different is a participle. This word never meant anything like bearing apart or bearing away. It is derived from a Latin participle with such meaning, but the Latin etymon is one thing and the English adjective is another. Of course the adverb primarily was meant to stand for etymologically, but it is not well used in such substitution. Many English words are derived from Latin or Greek or other languages in which the original word had meanings that never belonged to the English words.

Our correspondent asks for a reason for using the collocation on which he takes issue, and which he says, or implies, was used editorially. The editor of this department does not know the reason any better than should be evident to any one at first sight, and his guess is that what was said was said as it was said because it was said in the way its sayer said it. The sentence containing the criticized word was in quotation-marks, and evidently was not used editorially. When anything is quoted it should appear as in the original. This seems to be sufficient justification. But we have promised something from another dictionary, and would not be far astray in claiming that as justification for even an editorial utterance. Webster's New International Dictionary says of the word different: "Usually followed by from, but also by to, especially in England, and by than. The constructions with to and than have long literary usage to support them, but are considered incorrect or less elegant by many." Long literary usage is not proved by quotations in this dictionary, but the assertion would not have been made in this dictionary (nor would anything like it have been in either of the others) without ample proof in hand. The writer knows this positively; it is not conjecture. He was in the editorial rooms of all three dictionaries all through, in a real editorial capacity except on the Century.

A POSSIBLE DERIVATION.

"Words are terribly funny things, aren't they," said Mrs. Jones. "Take the word gargle — how on earth do you suppose they ever got that?"

"Very simple, my dear," said Mr. Jones. "Just look at yourself in the glass sometime when you gargle, and then look at a gargoyle, and you'll see." — *Harper's Weekly.*

GOD bless all good women! To their soft hands and pitying hearts we must all come at last.— *Oliver Wendell Holmes.*

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. XI.— BY F. HORACE TEALL.

ALMOST of the possible criticism dealing with adjectives should be addressed to writers rather than to proofreaders. The grammar is good for every one to know, and proofreaders may make good use of such knowledge, of course. But the grammar, both etymological and syntactical, is not extensive and is easily learned. That a great deal of writing may be done about it is proved by Goold Brown, who devoted nearly forty large pages to it, incidentally exclaiming, "Nothing can be more ungrammatical than is much of the language by which grammar itself is now professedly taught!"

Being grammatical is not the chief aim in writing or talking, although correctness is an important desideratum. Clearness and accuracy of expression seem to be more valuable qualities than mere preciseness in grammar. Brown furnishes an example of a common inaccuracy in the following rule, which is perfect in grammar, but not in sense: "Those adjectives which may be varied in sense, but not in form, are compared by means of adverbs; as, fruitful, more fruitful, most fruitful." This rule is clear as well as grammatical, because no one can be misled by it. It contains an error of fact, however, of a kind that might easily be disastrous. Fruitful is not varied in sense by the comparison. The rule would be fully and accurately expressed thus: "Adjectives which may not be varied in form are compared by means of adverbs."

Now if any one wishes to protest, "This is hypercritical," the protest is accepted as fact. It is an indulgence in conscious hypercriticism, for two purposes. It is a fair specimen of a kind of faultfinding that abounds in the book quoted from, and, which is more important, a kind that much too often finds expression in queries by proofreaders. Our two purposes might be called one — warning. Proofreaders are sometimes called "professional faultfinders," and not always in a spirit of real justice, because what is truly professional in their work is not faultfinding in the usual sense of that word, but fault-correcting. When they find a fault or error that is such beyond question they correct it; they do not simply find fault with it. When they find what seems faulty to them, but may not seem so to others, their duty demands a query to author or editor, if there is time for it, or following copy if there is not time for a query. All this is known by all proofreaders as well as by the one who is writing it. The one excuse for the writing lies in the fact that many proofreaders are often hypercritical, and need to learn not to be so, and especially need to learn to avoid trouble arising from persistency which their opponents might well call obstinacy.

Having suggested such a change as that indicated above, a proofreader should not repeat it if the author once rejects it. The writer has known of such insistence, doing no good, and showing only that the proofreader was obstinate in his belief that the way he knew anything was the only correct way. It has been said many times, and will bear many more repetitions, that the best proofreader who ever lived should be willing to acknowledge that a writer may know something, even when his way of knowing it differs from that of the proofreader.

An adjective is a word that qualifies a noun; that is, it usually expresses some quality or attribute of that which the noun names, though some adjectives merely specify, define, or limit. If one of them is used in modification of a

verb, an adjective, or an adverb, in such use it is an adverb. Such use, acceptably, is limited. The qualifying function is exercised by the word in either of two positions — just before the noun or following some form of the verb to be after the noun, as in "a good work" and "the work is (or may be) good." In the first position it is called attributive, in the other predicative. Henry Sweet says assumptive instead of attributive, but attributive is the customary word. In a few English expressions the attributive adjective follows the noun, in the common French fashion, as in law merchant (meaning the same as if we wrote or said merchant law), cousin german, court martial. None of these terms should be written as compound words.

The proofreader will seldom find occasion for merely grammatical correction of adjectives. He may sometimes find one of them used where another one better expresses the intended sense, but the use of the wrong word does not constitute an error in grammar, unless the wrong word is a different part of speech or unless the necessary part of speech is placed in a constructive position that does not belong to it.

While there are various kinds of adjectives, it does not seem likely that a proofreader will ever need to mention the class to which one belongs in querying or correcting it. It may be well to provide for such possibility, however, and it certainly is well for every proofreader to know one class from another. Here Goold Brown informs us at least as fully and as correctly as any grammarian does. He says there are six classes, and calls them common, proper, numeral, pronominal, participial, and compound. These seem to be good differentiations, notwithstanding the fact that in a general sense all are common except the proper ones, and, in common with the other grammarians, Brown is a little short in his definition of a proper adjective. "A proper adjective," he says, "is an adjective formed from a proper name." This does not provide for the fact that often it is the proper name itself used as an adjective without change, as in "a Chicago publication." Metcalf's Grammar gives four classes, descriptive, definite, numeral, and proper. Whitney divides them, according to form, into simple, derivative, and compound, and later says "we have to separate and treat by themselves certain special and limited classes: pronominal, numerals, and the articles." But he uses other classifying words later, as possessive adjectives (his possessives are really pronouns, as my, her, their), demonstrative, interrogative (again really pronouns), indefinite pronominal adjectives, distributive, quantitatives, multiplicatives. Maxwell says there are three principal classes, adjectives of quality, adjectives of quantity, and demonstrative adjectives.

The writer feels somewhat inclined to apologize for saying so much about classes, as all the various names are self-explaining, and, as said before, the classifying is not important in connection with proofreading. It may stand as evidence of difference in the methods of various grammarians.

Brown gives many examples of improprieties, some of which are not properly so called, largely because, while they are not in keeping with the most approved present usage, they were in such keeping when written. His first example is from the seventeenth-century poet Cowley, "the honestest sort of bankrupts." This, he says, is "not proper," because "This method of comparison is to be applied only to monosyllables, and to dissyllables of a smooth termination, or such as receive it and still have but one syllable after the accent." His other quotations show such words as honourablest, modestest, properer, frequentest, notablest, dreadfullest, ancientest, discreetest, powerfullest, unhopefullest, famousest, mortallest, used by Milton, Bacon, Shakespeare, Bunyan, Ascham, Ben Jonson, and others among the most famous English writers, who used such forms because in their time such use was common.

While it is true that such inflection of long words has mainly been superseded by use of the adverbs more and most, it is equally true, as said in Webster's New International Dictionary, that "the choice between the two is largely a matter of euphony." This may be held to be a good reason why the proofreader, in general, may best be contented to allow the choice to remain undisturbed with the author or editor. Especially, he should avoid interference in the matter of quotation or evident imitation of one of the old writers.

(To be continued.)



STRAIGHT UP!

Photograph by Major Lee Moorehouse, Pendleton, Oregon.

SNAPPY WINDOW-CARDS.

In a window of an Eastern department store recently a baby buggy carried a card bearing the injunction, "Take this along with you, and load it with home products." On a bucket of butter: "Carry me home with you — I'm not strong enough to walk." A sack of flour was decorated with this appeal: "Pick me out of the bunch; I am the flour that blooms every day in the year."

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Leather.

A. M. F. writes: "Please inform the writer what is meant by 'roan,' 'skiver,' 'russia,' 'kip,' 'persian' and 'levant,' 'morocco' and 'parchment.' I know, of course, what they are, but am ignorant of the particular processes that these leathers pass through."

Answer.— Roans are sheepskins tanned in sumach. Skivers are the grain-sides of sheepskins, of which the inside becomes fleshes or chamois, according to the requirements. The splitting is done while the skins are limed, the grain then going to the tanning and the fleshes going back into the lime. Russia leather, as its name implies, was originally a product of that country, but is now tanned anywhere. The peculiar odor that distinguishes this leather is derived from betulin oil, a product of white-birch bark in combination with willow. The red color now used is aniline, whereas it was formerly imparted by an infusion of brazilwood, which was rubbed over the grain side with a brush or sponge.

Parchment is sheepskin passed through a process of dewooling, liming, fleshing, washing and splitting. The grain side is tanned as skiver. The skin is next resplit and all fatty strata are removed, after which the fleshes remaining is tied into a frame and soaked in hot water, scraped and pasted over with a composition of whiting, soda and water — this being rubbed in on both sides, after which it is dried in heat. This paste in drying draws out and absorbs all the remaining grease. The skin is next washed to remove the whiting, pumice-stoned, then flushed over and dried, after which this process is repeated, and the skin then rolled and dried.

Morocco is a general term applied to goat and East India sheep, tanned for pliability rather than compactness. The process of tanning varies according to the value of the skins. The best skins come from animals subjected to rigorous climate in high altitudes. Abyssinia and the Cape Colonies, Switzerland, the Pyrenees and the Urals as well as the Balkans are, therefore, the places that market good pelts. The more elaborate tanning involved in the production of levant morocco is purely vegetable. In persian morocco, soda and sulphuric-acid solutions are used, which make this leather of doubtful value, except for temporary wear. Kip is supposed to be hides of yearling cattle tanned for the shoe trade.

Bookbinding as a Trade, Apprentice System and Supplementary Education.

"What are the chances for a bright boy to learn the bookbinding trade?" This question has been asked the writer so many times that it is worth while to give it serious consideration. Candidly speaking, the chances are that he will never be instructed sufficiently during the four years that the union requires him to serve as an apprentice, before granting him a journeyman's card, to enable him to hold a position at the wages that his local demands for him. The fault lies, not with the employer or foreman of the shop, but rather with the condition of the trade. From the first day that the boy enters the shop he must be classed as a producer and so maintain himself. If he can not earn his wages he will be discharged. It follows, therefore, that at whatever he proves himself the most efficient he will be retained, even if it is only tablet work, general utility, or as a helper in a special branch where he may gain enough skill to become a specialist in due time. As he advances in dexterity in his work, he will, of course, be advanced in wages; but when his prescribed four-year term ends and a card is granted him, his skill is limited to but a fraction of the total of the aggregate of specialties that make bookbinding a trade.

For a specialist continuous employment can not be expected, and the probabilities are that the idle periods will be longer than the busy ones. This is bad enough in itself, but it is combined with still a greater evil — namely, the tendency to foster discouragement, carelessness and intemperance. There is only one remedy for this condition, and that is trade schools that can be accessible to both apprentice and journeyman. This necessity has long been recognized, and a committee has been appointed by officials of the International Brotherhood of Bookbinders to work out a plan and report to the next convention. Chairman Rigg, of that committee, is going into the work with a thorough understanding of the need of definite action, and it is to be hoped that the members will support the recommendation.

Since the introduction of manual training in our public-school systems and the establishment of private trade schools, better craftsmanship and the advancement of the minor arts are clearly discernible as due to these movements. Summer courses of six weeks' duration have sprung up all over the country for the benefit of instructors in manual training. There they go not only to perfect themselves in their own lines, but also to take up new studies that will add to their value and earning power.

It is, therefore, not inconsistent to say that a "specialist" in bookbinding imbued with a desire for betterment and a knowledge of the fundamentals of the trade, could, if given the opportunity to take a similar course in his own trade, so improve that he would have the confidence in himself to accept a position wherever an opening could be found.

There are also many subjects that he could take up through a correspondence course that would help him in many ways — if not directly, at least indirectly — and fit him for advancement when the opportunity comes.

In this class of studies the following subjects might be grouped to advantage:

The composition and effects of adhesives and sizings on different materials;

Color effects and combinations;

Make-up of forms for different makes of folding machines;

Elements of design and line drawing;

Sizes and weights of paper;

Drawing and construction of roman capitals for book-lettering.

The best positions in bindery work are usually held by those who have a thorough knowledge of certain machines, such as folders and feeders, Crowley rounder and backer, and others used in the larger shops. Therefore an opportunity to learn these machines should be accorded journeymen students. Many small shops need men that can forward (job) and finish, or finish and rule, or forward and rule. This does not mean that they have to be master craftsmen in either branch, but it does mean that the applicants for such jobs must have the ability to execute the job acceptably. As a rule there is plenty of time in which to do the job. This double efficiency could be gained in a short-term residence course. The artistic side of finishing and inlaying, burning and onlaying, as well as fine job forwarding, could also be taught in a school of this kind. There are summer schools that give these latter courses now to anybody who cares to enroll, for a nominal amount per term of six weeks, in classes, with an additional charge for material.

The trouble with most of our young men who engage in the bookbinding trade is that they are too anxious to be "card-holding members," with all the privileges of the wage scale, without any personal effort to fit themselves for a future; in other words, this is their goal and the end of their ambition.

It seems almost unbelievable that in every large city you can send for a union man to run your cutting machine, but he can not run either your smasher or book-trimmer, or vice versa. Yet these machines are so simple in operation that a man can learn all there is about them in an hour's time. Naturally, however, the man who does the hiring takes the man who *knows* and not the one who has never done it or who might be willing to learn.

WHEN MARK TWAIN BECAME A WRITER.

In *Harper's*, Albert Bigelow Paine, the authorized biographer of Mark Twain, tells of the first entrance of the great humorist into journalism.

"It was the afternoon of a hot, dusty August day in 1862 when a worn, travel-stained pilgrim drifted laggingly into the office of the *Territorial Enterprise*, then in its new building on C street, and, loosening a heavy roll of blankets from his shoulders, dropped wearily into a chair. He wore a rusty slouch hat, no coat, a faded blue flannel shirt, and a navy revolver. His trousers were hanging on his boot-tops. A tangle of reddish-brown hair fell on his shoulders, and a mass of tawny beard, dingy with alkali dust, dropped half-way to his waist.

"Aurora lay one hundred and thirty miles from Virginia City — hard, hilly miles. He had walked that distance, carrying his heavy load. Editor Goodman was absent at the moment, but the other proprietor, Dennis E. McCarthy, signified that the caller might state his errand. The wanderer regarded him with a far-away look, and said, absently and with leisurely reflection:

"'My starboard leg seems to be unshipped. I'd like about a hundred yards of line; I think I am falling to pieces.' Then he added: 'I want to see Mr. Barstow or Mr. Goodman. My name is Clemens, and I've come to write for the paper.'"



WATCH HIM!

Engraved by The Henry O. Shepard Co., Chicago.

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

THE WISE AND THE FOOLISH COMMERCIAL PRINTERS.

To the Editor: PHILADELPHIA, PA., April 10, 1912.

Blessed is the man — the commercial printer-man — who buys many six and twelve point slugs and two-point leads! "His ways are ways of pleasantness, and all his paths are peace" — or should be, for he is a wise printer. Supplemented by an orderly rule case, his abundantly supplied slug and lead racks help him materially in gathering in the profits quickly. Happy is he, for he has not lost a mill or a minute scurrying for blank-outs!

But the stumbling, worrying printer who attempts to do commercial work with hardly a slug or a lead or a rule in sight, how sad is his lot! What a time he has, as day by day he goes on in the same improvident way, worrying, wasting nerve-force, losing profits, becoming dyspeptic, hurrying toward final breakdown, just because he does not spend a few cents a week for slugs and leads. Remarkable as it is, these unwise men seem to be in the majority. A resurrection of their wits would bring them comfort and competence. SAMUEL W. HOSKING.

A SYSTEMATIC FOREMAN IN A NO-SYSTEM OFFICE.

To the Editor: PHILADELPHIA, PA., March 26, 1912.

I have read your March issue from cover to cover and found many helpful and useful articles. I am especially interested in articles that pertain to cost, method and system. I read with much interest the article referring to the lighting and ventilating of a printing-office, and I wondered whether you knew and were acquainted with the conditions under which some printers work.

I am foreman of a daily newspaper in a city of twenty-five thousand, having charge of newspaper and job departments, and below I cite some of the conditions under which we work.

We have to use the same type for jobwork as we use in the newspaper, with the exception of two or three cases. The type is old and worn hard. The four job presses are no good, having been condemned by a machinist; they all slur. We have to burn electric light all the time. There is no ventilation at all. The heat — this winter, day after day, we worked from 8 until 12 with coats on. We use the same rule for jobwork that we use in the newspaper. Every other job is a *rush job.*

They are away off in their estimating and *our* system is *no* system. Some one from the office is always "butting in" on the work. They order you to stop that job and run this job in ahead of it. They treat us all right, but they do not seem to be able to grasp and understand the situation. When we do manage to turn out a pretty decent job, then they say, "Why I thought you said you needed new presses," or "This type looks all right." They do not seem to understand that it takes twice as long to work up old type on presses that are no good.

This is only a glimpse of the conditions under which we work. Of course the firm is very weak financially, but I do not see how they can ever hope to make money under the present conditions, do you? D. E. O.

WHAT IS THE MOST IMPORTANT QUESTION CONFRONTING PRINTERDOM TO-DAY?

To the Editor: CANON CITY, COLO., March 28, 1912.

SYSTEM! The writer has been closely associated with conditions confronting country-newspaper plants for many years, and has taken a keen interest in observing the methods — or lack of methods — employed by different publishers. We make use of the word publisher because, in a majority of country print-shops, the publisher is editor and manager of his printery, and my letter shall deal wholly with conditions of shops of that class.

The writer was affiliated with a country shop located in a prosperous county-seat town. The publisher was not a practical printer, although he was well qualified to edit a country newspaper. He was very intelligent and energetic; had plenty of "push"; was a forceful town-builder; a good mixer, and had a knack for drawing trade to his shop. I had been in this shop only a short time when one day I was surprised to hear him remark: "The plant is not making any money now, but I expect it to some day." I could not withhold the answer: "It ought to; the shop turns out enough work to make money."

Here was a well-equipped country print-shop that employed six persons in the composing-room; they were all good, loyal workers, and the wheels were kept turning constantly. The subscription-list was something like three thousand, paid in advance — a pretty healthy circulation for a paper in a town of less than four thousand inhabitants. This publication was the official county and city paper, and the legal notices and jobwork from that source were items of no small amount. The more I thought of this office not making money the more I became convinced that something was radically wrong in the management. The paper was owned by a stock company. The publisher held a controlling interest, while the foreman was the next largest shareholder. The editor was a liberal patron of the trade journals and made a careful study of the methods advocated by these periodicals. He soon became a convert to the cost system. He began talking higher prices. He was thoroughly convinced that were the prices for work being turned out in this shop high enough to return a fair profit above the cost of production there was no obvious reason why the plant should not be a paying institution.

But — the foreman. Here was a printer that knew

little of what it cost the shop to produce printing. He did all the estimating — or rather I should say guesstimating — on printing. When the job-hook commenced to look low he began to tremble; he wanted to keep the working force busy, so he would sharpen his knife and begin cutting the already too low prices in an effort to keep plenty of work on hand. When a job was taken at an exceedingly low price and this particular piece of printing was under course of "construction," and he began to realize that the time required to complete it would be longer than he had anticipated, he would make frantic efforts to rush the work to completion, working his printers up to a nervous pitch that invariably caused some blunder or mistake. He couldn't afford to reprint the job, because he had already figured below cost.

In this instance the foreman proved an obstacle in placing this printing plant on a profitable basis. He worked without a system; he didn't know what it cost to produce printing; he and the publisher couldn't "get together." While the publisher was trying to inject system into the management of the plant the foreman kept pulling on the other end of the rope.

But, happily for the editor, a change came. Circumstances called the foreman away. His successor was a radical cost-system exponent. He and the editor "got together." They established a cost system. For the first month they followed, as nearly as possible, the same old prices, but kept an accurate record of time on each piece of printing by their cost-system blanks. At the end of thirty days they discovered they were losing from ten to fifty per cent on printing. They began to lift prices. When a customer made complaint about the raise, he was shown in an intelligent manner that he had been buying printing below cost. The competing newspaper in that town had changed hands often, and it was no secret that each succeeding purchaser had lost money. This argument was placed before the customer in a way that convinced him that failure had been the result of selling printing products below cost. To-day that plant is a money-maker. It receives a profit on printing above the cost of production; it commands the respect of the trade, and it continues to get the lion's share of business.

In another country shop I found things quite different. The foreman in this shop was a cost-system advocate. He was an excellent printer, handled his help in an efficient manner, and turned out neat printing and lots of it. He knew the hourly cost of his working force, and what it cost the shop to produce printing. His estimates were made in accordance with this knowledge. But his prices seldom prevailed. The publisher had been accustomed to making estimates on printing without knowledge of what it cost to produce it. He thought the foreman's prices too high and invariably cut them, sometimes as deep as fifty per cent. He "whittled" away his profits. The foreman was ambitious to place the plant on a profitable basis, but the publisher stood in his own light and prevented the change.

The two cases cited above show the necessity of a cost system and harmony in the management of a print-shop.

The material in some print-shops is ready for the "hell box." It is not necessary to have every type-face listed in the specimen-book, but the equipment should be adequate to the amount and class of printing turned out. The publisher should bear in mind that the printer can soon spend the profits on a job in wasted time hunting for sorts. The office should be arranged as conveniently as possible in an effort to overcome all possible lost motion.

The publishers are not altogether responsible for the deplorable conditions confronting printerdom to-day. The printers can be of material assistance in bringing about a desirable change. They should realize that it is their duty to produce enough salable printing to return their employer a fair profit above the cost of their wages. The trade journals of the present time are a boon to the publishers and printers, if they will only make a careful study of these periodicals. They contain much valuable information to the trade. After a perusal of several of these journals I have become partial to THE INLAND PRINTER. Here is a journal that stands without a peer in its field of endeavor. It's an educator to the printer. One can not help but improve his efficiency as a printer if he will only study the simplicity in the art of printing as advocated by this periodical.

While many publishers have adopted a cost system in the management of their plant and new converts are being daily added to the list, yet a larger number still adhere to the primitive methods that have characterized printerdom for lo these many years. It may be truthfully said that the printing business is "out of joint." It's up to the publishers to set it right. They are the controlling force. A little system intelligently injected into the management of the printing industry will soon lift it from the financial rut in which it has long been standing, and place it on an equal basis with the more profitable commercial trade. If there is any obstacle preventing such a course, it should be removed. If the publishers insist on ignoring the progressive policies being advocated by the cost congresses and the trade journals to-day, and continue to "whittle" away the profits, they must remain in an unprofitable business.

Yours for better conditions in printerdom,

JOHN W. LEDBETTER.

THE "MERIT SYSTEM" IN PRINTING-OFFICES.

To the Editor: CHICAGO, April 10, 1912.

In the April number of THE INLAND PRINTER, R. T. Porte, in the "Productive Efficiency" department, presents for the consideration of your readers a merit system, outlined and discussed at recent meetings of the Efficiency Club of Cincinnati. Why the particular one presented should be termed a merit system, I am unable to discover. In summing up, it will be found that almost three hundred demerits are provided for, while only a trifle more than a hundred merits are listed. Plainly, it should be called a "demerit" system, for the reason that its philosophy is to drive rather than to lead or encourage.

The writer has no doubt whatever that the Cincinnati printers who framed this plan for increasing efficiency in their workrooms are sincere and earnest men, looking to the welfare of both the wage-earner and the employer. But, in my judgment, they have missed the mark. If a merit system is to be successful, its basic principle should be the *encouragement* of ability, loyalty and care in the performance of duties, rather than *punishment* because of failure to show these qualifications.

As an employer with long experience, I can not indorse a system that offers ten *merits* for "catching and preventing job going out with some serious defect" while assessing twenty *demerits* for "lateness of over fifteen minutes." And no journeyman printer, with an appreciation of the value of a careful workman to a printing establishment, would be likely to have much respect for such a system.

I trust that a revision of the system as outlined in your pages last month will be made by the Efficiency Club before any attempt is made to install it in the different plants.

EMPLOYER.

A Study Course in Advertising

LESSON IV.— BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

The Use of Illustrations.

THE proper illustration of the retail advertisement is not the most difficult portion of the advertising man's work, but it is often the most troublesome. An illustration can "make or break" an advertisement. This one thought must always be present: a picture invariably tells a story — if it is not the right story, then it must necessarily be the wrong one. Consequently, every illustration should be the result of, and carry to the reader's eye, a distinct idea. It should never be used to fill space or make the advertisement "pretty." Following this idea to its logical conclusion, it will be seen that the question of whether or not an advertisement should be illustrated is by no means an arbitrary one, but a matter for fine judgment.

Affecting our judgment, apart from the adaptability of the subject to illustration, is the size of our advertisement

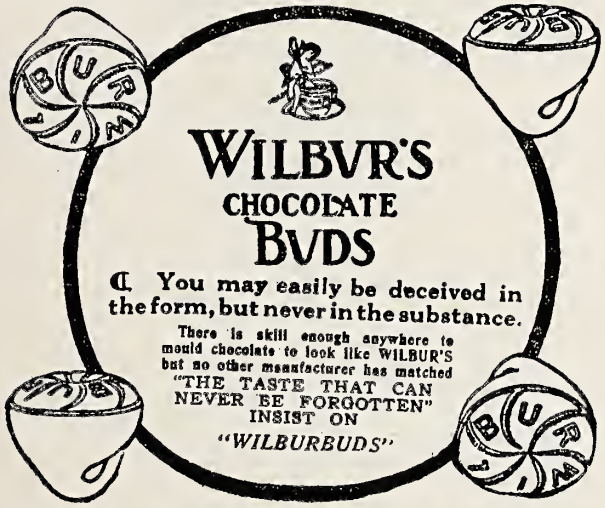


FIG. 1.— An example of an advertisement in which the illustrations of the article were used as a decorative effect. This style is adapted only to small articles, where true detail is not essential. This is a line drawing without detail.

and the nature of the cuts we have at hand or can afford to purchase. For instance, suppose a new arrival of high-grade ladies' stationery is to be advertised in a four-inch, single-column space. If we could show a handsome interior, with a lady seated at a desk using the stationery, it would convey the proper impression. But our space will not permit of so elaborate a scheme. Even if it did, it is a question whether the profit from the sales of these goods would warrant the expense of such a cut. A cut of the box of stationery could be used, but it is doubtful if it would be as effective as a well-designed, plain-type arrangement.

Space permitting, it is always advisable to show the article in use, or at least suggest the use, or the pleasure or benefit to be derived from the use. The introduction of the human figure adds a touch of interest, although this should not be done unless there is a reasonable connection between the figure and the article advertised. For example, a pretty woman holding a can of paint may seem attractive at first glance, but it does not attract so fully the attention of the right people, actual buyers of paint — a painter in his overalls and cap would be much stronger. On the other hand, an illustration showing this pretty woman holding a sack of flour would be stronger than the sack alone.

Most household articles can be shown to advantage in use. A dining-table surrounded by a happy family, including children, is superior to the bare table. A big, comfortable arm-chair would make a stronger appeal if a man were seated in it, with his smoking-jacket, pipe and book — the picture of ease and contentment. It is difficult to imagine picturing a comfortable arm-chair with a woman seated in it. Undoubtedly, women use them as much as men, but popular fancy seems to demand the man. Similarly men use as much soap as women, but it is always the woman that is pictured in soap advertising. It would be almost impossible to set down any general rule covering this, and it would be largely unnecessary, for instinct will indicate the proper course almost without fail. I say instinct, and yet in the final analysis it is probably tact. Tact plays an important part in the illustrations, as well as the copy, for all advertisements do not offend the finer sensibilities or the preconceived notions and sensibilities of your readers.

There is, in practical work, a great difference between a theoretically good illustration and one that can actually be obtained at a reasonable cost and in a reasonable length of time.

The first thing to do is to get in touch with the nearest firm of reliable photoengravers and illustrators. Such a firm, or several of them, will be found in all cities of sixty thousand population or over. The metropolitan cities offer a wider range of larger and more complete establishments, but the ad.-man in the smaller towns will probably do better in patronizing the houses in his locality, because very often time is one of the principal factors in securing the cut. Moreover, the nearer house will, it is fair to assume, take a greater interest in your work and give you a generally more satisfactory service.

The "copy" required by the photoengraver varies according to the nature of the cut and the fineness of detail required. It is always safer to send the article itself, if it is small and can conveniently be sent, or a photograph of it showing the detail that you wish to appear in the cut. In many cases, however, a rough sketch showing the general idea will be sufficient.

The entire process of making ready and printing a modern newspaper discourages the use of half-tone illustrations, which are very likely to "fill up" and show merely a touch of black in which all detail is lost.

The advantage of the half-tone lies in its close approximation to the actual appearance of the article, giving the illustration an added touch of human interest. But if the cut is not well printed, this advantage is of course lost, and it is just this element of uncertainty that makes the line-cut drawing so much more popular.

The advertising man should go over this matter with the

newspapers he uses and endeavor to determine just how far he can trust the half-tone. In any case it will probably be found poor judgment to use a finer screen than 80 for newspaper work, and best results are more often secured from even coarser screens.

It is very often possible to use what is called a "stock cut" with very satisfactory results, saving the expense of drawing and making a cut to order. There are several



FIG. 2.— Notice how much more effective the illustration is than if the border had been run all the way around it. This is a line drawing with a little shading.

houses that make a specialty of selling stock cuts, the idea being to produce a high-grade article that may be used in advertising similar kinds of business in all the different cities in the country. Very naturally so, by dividing the initial cost of producing the cuts, they can be sold at a very reasonable figure. A first-class stock cut — and there are poor ones that must be avoided — makes an excellent as well as economical form of illustration — providing the stock cut actually illustrates the article being advertised. Stock cuts should not be used where they do not fully meet the requirements of the occasion, where a special line of goods, or a special feature or use, is to be advertised. In these cases a special cut should be made.

In a great many cases the manufacturers of the goods carried in stock by the store for whom you are advertising will gladly furnish very satisfactory cuts. When these cuts are good it is, of course, much more economical to use them. The principal trouble, however, will be found in their size, which oftentimes will not fit well into the space that you have to work with. Nevertheless, it is of great benefit to write to manufacturers of the most important lines and ask them to send you a liberal supply of electrotypes, and to furnish you with proofs of their entire assortment.

Next in importance to the selection and preparation of the illustration is the place it should occupy in the advertisement. In Article No. I, under display, the proper use and balance of the three tones of the one color advertisement were outlined. The illustration should be made a part of this same plan of display, and not considered as an individual factor. Care should be taken to give the illustration "breathing space." It must not be crowded by the display type nor confined too narrowly by the border. Broad effects are best. If the illustration is striking and of fairly good size, the border may, with good effect, be broken rather than run entirely around the cut.

In placing the illustration, proofs will be found of material service. Trim the proofs close to the outline and place them in various positions in the space in which you are working. Sketch in the border, display lines and type-matter with a thick-leaded soft pencil. A few experiments will indicate the best position. If you have no proofs at hand, substitutes can be secured by inking the cuts on an ordinary rubber-stamp pad and taking an impression on soft paper. Do not pound the face of the cut against any hard surface. It will spoil the cut.

Some advertising men prefer to keep their stock of cuts at the newspaper office. This has its advantages, providing not more than one newspaper is used to any extent or the stock of cuts is large enough to provide duplicates. In this case the cuts should be numbered and a proof of each pasted in a record book, with the number of the cut indicated. I favor keeping the cuts in the possession of the advertiser. This means a little more work in getting them to and from the newspaper office, but by way of compensation there are fewer chances for loss by damage or carelessness, and less opportunity for misunderstandings.

In sending the layout of the advertisement to the newspaper office the position of the cut may be indicated by pasting a proof in the proper position, but proofs are not always handy, and an equally satisfactory method is to place the cut, face upward, on the layout in its proper posi-



FIG. 3.— This shows how the border may be broken. Here it should have come in to the cut at about the middle of the bookcase and a little heavier rule might have been used. The cut is a fine, shaded line drawing.

tion and draw pencil-lines entirely around the base. When the cut is taken up, the exact space it will occupy is shown by the lines. Inside these lines write plainly the number of the cut, which should, of course, appear upon the back of the cut itself.

The following information will be beneficial in making the complete layout for the printer:

NUMBER OF WORDS TO THE SQUARE INCH.

(The square inches can be determined by multiplying the width and breadth of the space allowed for the copy. "Leaded" means the insertion of two-point leads between

the lines of type, giving an open and more readable appearance to the matter.)

	Words to the square inch.
18-point solid	7
14-point solid	10
12-point solid	14
12-point leaded	11
10-point solid	21
10-point leaded	16
8-point solid	30
8-point leaded	21
6-point solid	47
6-point leaded	33



FIG. 4.— A plain line drawing of the article, which owes its attractiveness to the peculiar background. An unusual treatment of an article which does not lend itself well to illustration.

NUMBER OF LINES TO THE INCH.

This table shows the number of lines that may be set, either leaded or solid, to the vertical (not square) inch:

Size of type.	No. lines set solid.	No. lines with 2-point leads.
6-point	12	9
8-point	9	7
10-point	7	6
12-point	6	5
14-point	5	4
18-point	4	3

Examples of the sizes of body type used by the average newspaper:

In sending the layout of the advertisement to the newspaper office the position of the cut may be indicated by past-

18-point.

In sending the layout of the advertisement to the newspaper office the position of the cut may be indicated by pasting a proof in the proper position,

14-point.



FIG. 5.— A very attractively displayed advertisement in every respect. The border is broken at the top so as not to crowd the illustration, which is a very fine example of line drawing.

In sending the layout of the advertisement to the newspaper office the position of the cut may be indicated by pasting a proof in the proper posifion, but proofs are not always

12-point.

In sending the layout of the advertisement to the newspaper office the position of the cut may be indicated by pasting a proof in the proper position, but proofs are not always handy, and an equally satisfactory method is

10-point.

In sending the layout of the advertisement to the newspaper office the position of the cut may be indicated by pasting a proof in the proper position, but proofs are not always handy, and an equally satisfactory method is to place the cut, face upward, on the layout in

8-point.

In sending the layout of the advertisement to the newspaper office the position of the cut may be indicated by pasting a proof in the proper position, but proofs are not always handy, and an equally satisfactory method is to place the cut, face upward, on the layout in its proper position and draw pencil-lines entirely around the base. When the cut is

6-point.

Practically all modern newspapers stereotype their copy. Stereotyping is a process of producing a mold by beating papier-maché into the type and cuts for the page after they have been set into a "form," and baking the whole at a high temperature until a mold is formed by the dried papier-maché. This mold is pulled off the type and cuts and placed in a casting-box, where it receives the melted metal and forms it into a printing-plate.

By this process, the original cut furnished by the advertiser is not run and receives little wear. However, where any great expense has been put into original cuts, and, of course, where more than one cut is required, they should be electrotyped, and the originals preserved.

Electrotyping is a process of reproducing the original cut, whether it be a half-tone or line drawing. It is suggested that each student who is not familiar with the process of photoengraving go to the public library and read what he can find on the subject. Any questions that he may be unable to answer satisfactorily in this way will be cheerfully answered by the school.



FIG. 6.— An example of a coarse-screened half-tone. Its general effect is not so good as a line drawing could have produced. Half-tones should be avoided in newspapers.

QUESTIONS FOR LESSON NO. 4.

1. What is the chief function of the illustration?
2. Suggest an illustration for an advertisement for men's Derby hats.
3. Write and lay out, including rough idea for illustration, an advertisement for a sectional bookcase for home use.
4. What is the nature of the copy that should be sent to the photoengraver?
5. What is said about using half-tones in newspaper advertisements?
6. What is a stock cut?
7. When should stock cuts be avoided?
8. Clip five newspaper advertisements containing poorly displayed illustrations.
9. Make suggestions and rough layouts for the improvement of the five advertisements selected in answer to Question No. 8.
10. Write and lay out, including idea for illustration, an advertisement for a high-grade line of stationery for personal use (not business stationery).

HISTORY OF A FAMILIAR WORD.

No word is more firmly established in various modern languages than the monosyllable "gas." Yet it is little more than two hundred years old and was made out of whole cloth by a chemist, very much as the trade-names of cameras and soda-crackers are manufactured to-day. This fact is recorded in our dictionaries, but will probably be new to many readers. The survival and adoption of this word into the literary tongue, not only in English but in French and other languages, forms a curious chapter in philological history, which is thus abstracted from the *Chemiker Zeitung* by *La Nature* (Paris):

"The word 'gas,' now so frequently and generally used, was invented in the seventeenth century by the Belgian chemist Van Helmont. What was its etymology? Opinions are divided; some derive the word from the Greek *chaos* or from the Sanskrit *akasha* (celestial ether). It is more simple and natural to conclude with Ramsay that the word comes from the German *geist* or from the Dutch *geest* (spirit). However this may be, the term invented by Van Helmont slept for long years in oblivion. It was not rediscovered until 1778, in the 'Chymical Dictionary' of our countryman Macquer. Lavoisier adopted it in his 'Elementary Treatise' (1789). The word had by that time been rendered popular by the discovery of the brothers Montgolfier; for by the name of 'gas' they designated the light substance used in the inflation of their aerostats. The name then extended throughout the entire world. It made its appearance in Germany. Adelung, the well-known publisher of dictionaries, mentions it, but characterizes it as a barbarous expression, which he hopes to see soon replaced by another more proper. The wish of this purist has never been fulfilled!" — *Translation for The Literary Digest.*

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Chamfering Edges of Overlays.

(1187) Submits an impression of a square-finished half-tone printed on heavy enameled stock. The edge of this impression was chamfered to show the method used by the pressman to soften the edges of square-finished plates. The printer writes in part as follows: "Will you kindly advise if it is good practice to attempt to make ready square-finished half-tones of this nature, as shown on enclosure? Or, is it better to keep an absolutely level impression, relieving it by working under the block? We find, after taking off the overlay (having its edges scraped), that the edges of the engraving come out smooth. This did not work out the same on certain other half-tones in the same form."

Answer.— The reason for chamfering the overlay is to lessen the pressure and thereby cause the edges to print softer, which should minimize the wear. If the printed surface only is chamfered, and the white portion is left the original thickness, the effect produced is to give a matrix-like appearance to the draw-sheet, which tends to make the plate print somewhat rough or uneven on the edge, and on long runs will cause wear on the edge of the plate. If the chamfering is carried past the printing edge it will tend to soften the edge and also relieve it of the matrix effect on the draw-sheet, as the white, or unprinted part, is lessened in thickness. The mechanical overlays, such as the chalk-relief and the zinc, are ideal for this purpose, as they are slightly underbitten on the edges, and consequently, when buried in the packing three or four sheets, they do not give any pressure outside the printing edge of the square-finished half-tones. It is not advisable to underlay, except to level the block. A much better practice is to level the plate with interlays, which will not cause the tilting of the block, as the interlays are placed between the plate and the block.

Overlay vs. Underlay.

(1188) A pressfeeder asks the following questions: "(1) What is the difference in effect of putting a make-ready sheet on the back of a form instead of in the front, and how much difference? (2) What is the best way to make ready a half-tone cut which is light and heavy? (3) How can I prevent rollers from melting in this weather? I ask this because I was running a press on a cold day, when the room was quite warm, and I spoiled a roller."

Answer.—(1) An underlay, or interlay, when placed under an engraving or electrotype is for the purpose of bringing up low places to approximately type-height. A make-ready sheet placed under a type-form on a job press may be used where old type fails to print up and heavy patches are used under low letters. If this is not done they are not inked properly. However, at the present time printers find it more economical to have good type, and thus save time in make-ready. (2) The best way to make a half-tone engraving ready to print is either by the chalk or the zinc overlay process. Hand-cut overlays can not be compared to these overlays in any favorable way. (3) Winter rollers are usually softer than those for use in warm weather; consequently if a press is run fast or a very strong ink is used, it may pull a roller out of shape or tear it. The feeder on a job press can readily prevent such occurrences by occasionally touching the roller with the finger to ascertain its softness, or note the pull it has while traveling on the disk. A soft roller may soon be restored by allowing it to stand in a cool place.

Form Locked Up without Bearers.

(1189) Submits a sixteen-sheet dodger on news print. The edges of the type show a fine line where the rollers struck in sliding. The printer writes: "Please tell me why the printing on attached dodger does not appear right, and why it has such a smeary look. Was printed on a new 10 by 15 platen press, with ink to suit the occasion."

Answer.— The cause of the slurring in the print is likely due to the rollers sliding over the form. This may be caused by printing the form without bearers in the chase. If you have used bearers, the fault then may be due to the use of a greasy ink, which permits the rollers to slide instead of turn. To print a dodger of this kind, use a soft tympan. About eight sheets of print with a cardboard beneath will be a suitable packing for a short run. If the number runs up to five thousand use a piece of heavy manila for a top sheet, and oil it well. This will enable you to feed the sheets easier and the tympan will last during the full run. If the ink you use is too heavy, thin it with equal parts of turpentine and kerosene.

Unsuitable Size for Gold Bronze.

(1190) "Why is it that gold bronze, when printed on highly finished dark stock, does not show up right? I am using white size. The work does not show as it should."

Answer.— The trouble is probably due to the manner of applying the size or possibly the quality of the size or bronze. For gold bronze you should use yellow size, and if enough of it is applied to the sheet and the bronze is the proper grade and applied while the size is still wet, it should cover fully and look as it ought to. Do not reduce your size with any greasy mixture. A little spirits of turpentine will do no harm. The rollers should not be too new or soft. Medium-hard rollers give the best service for this work.

Washing Type-forms.

(1191) F. E. Munger, manager of the Modern Print Shop, Detroit, Michigan, in referring to inquiry No. 1164, April issue, says: "I am going to tell you how I insist on type-forms being washed in this shop. When the form is

ready to wash, take a clean, soft rag, clear of all buttons and other substances that might injure the face of the form, saturate it with gasoline and wipe off the form well, then take a brush well saturated with gasoline and brush out the type. The cloth has removed all the ink that is on the face of the type and the brush takes out all that has been left on the sides and in the depressions in the face of the type. This method, when thought about a moment, will convince the most skeptical that the type is in first-class condition to go back into the case and be clean and ready for the next job. Of course, a form that has been washed off on the bed of cylinder press a number of times during a run, without the precaution of wiping off the face with a rag before brushing, will be in pretty bad shape and ought to go to the lye treatment."

Printing on Aluminum and Celluloid.

(1192) A Canadian printer writes: "I will be pleased to have you inform me if it is possible to print on aluminum and celluloid on a Westman & Baker jobber. If special presses or equipment is necessary, will be pleased to learn details."

Answer.— You may print on aluminum or celluloid on any job press. All you need is a special ink, which may be procured from your ink-dealer. The ink is a full-bodied variety, with considerable drier. These substances having no absorbent qualities the ink must dry wholly on the surface, hence the special ink. In using the ink the rollers must be fairly hard and just have contact with the type or plate, otherwise the ink will not be properly imparted to the form for transfer to the material to be printed. The make-ready must be carefully made, and a hard tympan should be used. To prevent the indenting of the material, a sheet of celluloid or brass should be placed just beneath the top sheet. The work should be laid out to dry. Do not pile work of this kind, unless it is printed from the lightest form. Allow work to stand at least over night before jogging.

The Form-rollers Are Not Set Properly.

(1193) Submits an impression of four pages of a newspaper in which part of the form is not inked properly. It appears that the rollers do not touch the form in spots, which causes white places. The printer in his letter says: "I can see no defect in the rollers, so I figure that it must be that the bed of the press does not press the form high enough to touch the rollers on the gripper end of the form. When I ink the form with a brayer, as you advised when making a test, it prints all right. Is it possible that the side bearers are too low to carry the form to the rollers?"

Answer.— We believe that when you reset the form-rollers so they press the vibrator a trifle stronger and against the form with a fair contact, you will have no further trouble. If the bed-bearers are type-high they are correct. Do not make any alteration here.

Red Ink Dried Hard on Rollers.

(1194) "Have just finished an order of butter wrappers in special red ink and now can not get the ink off the rollers, even with carbolic acid. Can you help us, for we expect a repeat order?"

Answer.— Try a mixture of equal parts of crude carbolic acid and spirits of turpentine, and warm it a trifle when using it on the rollers. Rub the rollers vigorously with a cloth soaked with this mixture. It will do no harm to the rollers to allow them to stand over night wrapped in a cloth well saturated with this compound. Probably it will soften the varnish so as to allow the ink to be removed from the rollers. We would suggest the advisability of not allowing the press to stand any length of time with such quick-drying ink. Run oil over the rollers or wash up the press complete.

The Function of Bearers.

(1195) "The purpose of bearers that are locked up in a small press chase has been the subject of discussion by the manager and myself, and we would like your opinion on the function of these bearers. How can you prevent wear on the ends of the rollers?"

Answer.— The bearers on a platen press seem to serve a twofold purpose. They cause the rollers to turn instead of slide over the form, and if of proper height they serve to bear off the impression in printing and give a more uniform distribution of the impact from the form. If a light form is to be printed, the bearers may be brought to bear on underlays and these prevent a slur, which so commonly occurs on presses that have been in use for a long period. The wear that occurs on rollers from the bearers may be minimized by washing the ends of the rollers in formalin or strong alum water.

Ink Versus Impression.

(1196) Submits two impressions of a 6 by 9 inch circular printed on enamel stock from an outline-finished half-tone plate, with descriptive matter in type. On a casual examination the two impressions look quite alike. However, a closer view shows that the lighter sheet has somewhat less impression than the darker one, which has a trifle too much ink. In writing, the pressman asks an opinion as to the relative values of the two impressions. The letter reads: "We enclose two proofs, marked No. 3 and No. 4, on which we ask you to criticize the make-ready and let us know which is the better piece of printing. The reason we wish to know this is that one was printed on one press, and the same form was printed again on another, both being platen presses."

Answer.— The difference in make-ready seems so slight that we would say it is immaterial. The real difference seems to be in the strength of color. No. 3 seems to carry a shade too much ink. Our preference is for No. 4. We believe that each one could carry a trifle more impression in the type sections without doing harm to the appearance of the sheet. An examination of the ink under the glass shows it to be a trifle weak in body. Possibly it was reduced. We can not see that the relative values of the two presses are disclosed by the test.

OLD-TIME PRINTING PRESSMEN'S ASSOCIATION.

At the annual meeting of the Old-time Printing Pressmen's Association, held at the clubroom of the Briggs House on April 11, officers for the ensuing year were elected as follows: President, Garrett Burns; first vice-president, James L. Regan; second vice-president, Henry Wendorf; third vice-president, William Blaufuss; treasurer, A. B. Swanson; secretary, J. H. Bowman. Board of Directors: William Moran, Fred R. Coles, Otto Fritz. Sergeant-at-arms, Jules Bertaux.

A movement was started to preserve in the archives of the association such specimens of the printing of years ago as were in the hands of members, many such having been donated for that purpose. Among the most highly prized is a full-bound copy of Volume II of THE INLAND PRINTER, donated by John Peterson, valued for its historical articles on the invention of the cylinder press, written by Stephen McNamara, one of the founders of the Chicago Pressmen's Union.

Electrotyping and Stereotyping

BY C. S. PARTRIDGE.

Correspondence relating to this department is respectfully invited from electrotypers, stereotypers and others. Individual experiences in any way pertaining to the trade are solicited. Inquiries will receive prompt attention. Differences of opinion regarding answers given by the editor will receive respectful consideration. Address The Inland Printer Company, Chicago.

Matrix Sticking to Cuts in Dark Portions.

(1199) "I am sending you a package containing a cut and matrix from same. We have been having trouble for some time with the quality of our cuts or the manner in which they are stereotyped and printed. I wish you would please examine this cut and matrix, and inform me why the matrix should have stuck to the cut in the darker portions. I know a matrix will sometimes stick in the high lights when the cut is etched too deep, but can not understand why it should stick in the black portions. You will notice that it stuck on the black border to some extent. The matrix was made up of one No. 80 — No. 20 pink and three tissues. Please examine matrix and inform me as to the quality of same. Also inform me if the cut is etched correctly for stereotyping and as to its general quality."

Answer.— Your matrix sticks to the etching for the reason that the paste squeezes through onto the face of the matrix. That is because either you are using too thin a paste — that is, without enough body — or you use your flong too soon after matrix is made. Roller matrices should be allowed to stand over night if possible, but at least the backs should stand three or four hours after they are pasted together. It does not matter so much about the tissues, although it is best to allow the finished flong some time to dry. Your matrix is made of the same combination of papers that is in general use, and appears to be all right. The etching is etched correctly for stereotyping, but if your printing is done on cheap print or newspaper we believe you will get better results from a coarser screen, say 55-line.

Paste for Roller Mats.

(1197) "I have learned the stereotyping trade and have a book written by you, but as many different machines have been introduced since its publication in 1905, there are some things I am not clear on. Here, where I am, the Duplex machines are used, and I would like to know what kind of paste is best for me, and what is the difference between yellow dextrin and white dextrin and gum arabic and glue, also which is the best matrix paper for use."

Answer.—A paste used for roller matrices with uniform success is as follows: Five pounds starch, 10 pounds flour, 5 ounces elm-bark and 25 quarts water, cooked thoroughly. After it is cooked, add 3½ pounds powdered whiting. It is a good scheme to add the whiting just before using the paste. If you prefer to use dextrin, another good formula is to mix 15 pounds white dextrin, 10 pounds powdered whiting and 5 pounds Oswego starch, in 22 quarts of water. Stir with the hands until all lumps have disappeared and then cook in a steam-jacketed kettle. Pure dextrin is made by boiling 25 parts sulphuric acid with 125 parts water and adding by degrees a mixture of 100 parts starch and 125 parts cold water. The liquid is then lowered in temperature to 60° or 70° C., at which it is allowed to stand for some time. It is next neutralized with chalk, filtered and evaporated. The color depends on the kind of starch used and upon a roasting process. The pure dextrin is a colorless and odorless white substance. The commercial dextrin is apt to be yellow, and it smells like overbaked bread. It is very much like gum arabic, for which it is often substituted. Glue is an entirely different product, being obtained from the hide and bones of animals. For the purpose of making paste, we believe the white dextrin to be the better, as it is smoother. Basset & Sutphin, of New York, make a very satisfactory matrix paper. We would suggest using one 80-pound, two 20-pound and two or three cream-tissue sheets in each flong.

Matrix Composition.

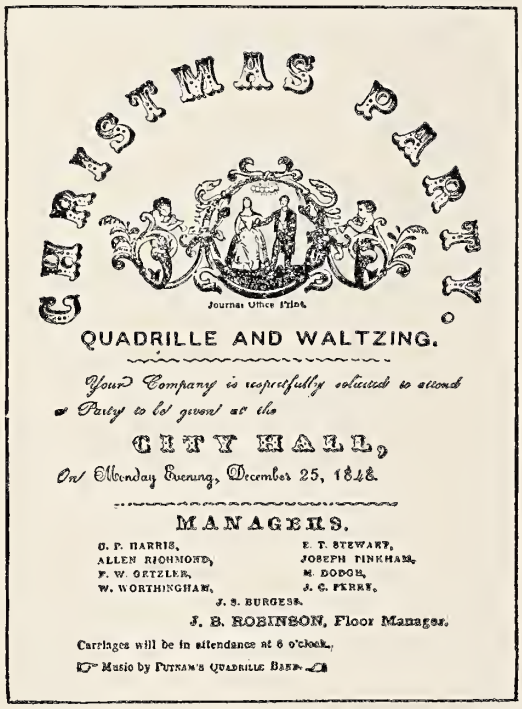
(1198) "I am using what is called a cold-process stereotyping outfit, and since first using I have had fair success. I do not claim to be a stereotyper, but think, with your help, I can make it stick. What I want to know is this: What is the best matrix composition to use and what is it composed of? I am using a dark-red powder now, which I believe is marble dust with other ingredients, but would like you to put me clear on this point, and also inform me if it would be possible for me to make a success of it with this kind of preparation."

Answer.— So far as we know, all "cold processes" for making stereos are secret. The Dalziel process consists in spreading evenly on a sheet of matrix paper, to a depth of about six points, a composition the nature of which is not made public but which resembles kaolin. The mold is made on an electrotype press, when the mixture is of the proper consistency. The mold is dried on a warm table and cast as usual. The Kahrs system is similar, but simpler and quicker. The composition (also secret) is spread on with a brush, and is beaten in when partly dry. It is then stripped from the form and dried, and cast like an ordinary matrix. The Schreiner process is a coated paper also, but the paper is prepared by the inventor and needs only to be moistened to be ready for use. There have also been put on the market several "dry" processes. These consist of a prepared flong, chemically treated to make it porous and plastic, but not coated. The flong is a thick, spongy paper which packs smoothly under pressure. The matrix is made by laying a sheet of dry paper on the form and covering it with a thin blanket and a sheet of pressboard and running it through a rolling machine. Recently there has been perfected by a German concern a new secret dry matrix, which may be purchased in this country. The matrix can not be beaten in with a brush, but is made on a matrix rolling machine. It has to be molded very slowly to give the face of the matrix ample time to flow to the face of the form.

It is claimed by the agents that the process is adapted to newspaper work, giving satisfactory results not only on type-matter but on half-tones as well. The London *Daily Mail* has been using the process, and has not had a steam-table in use for more than a year. As many as sixty curved newspaper plates have been taken from the mold. If the new matrix is as good as it is claimed to be, it will be of great value to the newspapers, as the elimination of the flong-making and steam-tables will result in saving considerable time. It will also enable the stereotypers to handle forms with wood-mounted cuts and wood type with greater facility. There is a shrinkage of about a quarter of an inch in the width of a page and three to four lines in the length. The matrices are expensive, costing from 30 to 40 cents each, depending upon the quantity purchased.

AN OLD-TIME SOUVENIR.

An interesting example of early printing in Chicago is an invitation to a Christmas party at the City Hall. The original is owned by Miss Harriet Dunn and was received by her mother, Mrs. Eveline Guthrie Dunn, sixty-four years ago. This worn and yellowed souvenir of social life in


CHRISTMAS PARTY

Journal Office Print.

QUADRILLE AND WALTZING.

Your Company is respectfully solicited to attend a Party to be given at the

CITY HALL,

On Monday Evening, December 25, 1848.

MANAGERS.

G. P. HARRIS, E. T. STEWART,
ALLEN RICHMOND, JOSEPH FINKHAM,
F. W. GETZLER, M. DODGE,
W. WORTHINGHAM, J. C. FERRY,
J. S. BURGESS.

J. B. ROBINSON, Floor Manager.

Carriages will be in attendance at 6 o'clock.

☞ Music by PUTNAM'S QUADRILLE BAND.

Chicago in 1848 was printed in the job office of the Chicago *Journal*, which then maintained such a department. The invitation announced "quadrille and waltzing." A woodcut, evidently kept in stock for such purposes, shows a couple in a very stiff attitude treading the measure of the old-fashioned square dance. The "floor manager," J. B. Robinson, was the city dancing-master, and the music was furnished by a brass band.

RICHARDSON SWAPS SMITHS.

State Printer Friend W. Richardson, of California, has appointed Frank J. Smith as general foreman of the State Printing Office at a salary of $2,700 a year. He succeeds Andrew F. Smith, who recently resigned. The new foreman has had wide experience in large job-printing establishments, and at the time of receiving his appointment was foreman of the advertising-room of the San Francisco *Examiner*.

THE ELITE PRINTING COMPANY — THIRD ANNUAL INDUSTRIAL SHOW.

At the Third Annual Industrial Show, held in February at San Diego, California, the Elite Printing Company, George H. Sherlock and Guy T. Keene, proprietors, occupied a booth with an exhibit of their samples, supplemented by an interesting and instructive display of type metal, molds, type in the different stages up to the finished product,



THE ELITE PRINTING COMPANY.
Third Annual Industrial Show, Held at San Diego, California.

furnished by the various foundries, and paper-stock samples gathered from the Atlantic to the Pacific, showing the numerous qualities, weights, tints and sizes.

The decorations were all of paper, a deep-red cover-stock being used largely as a background for the samples, and a cream book-stock finishing the space above. One feature which attracted much attention was a tray of the rags from which Old Hampshire bond is made, another tray of the pulp, and then the finished product. A single type of each size, from six-point to seventy-two-point, was suspended by a string so that the visitor could handle it and it would drop back into place when released. Numerous placards in two colors aimed to enlighten the passers-by by terse phrases relative to the printing industry.

The printer's devil was there, dressed in red, with horns and other appendages, and assisted in passing out cards and a specially prepared booklet giving "inside information on old and new methods" of printing. During the same week these booklets were placed in practically every business place and office in the city.

In sizing up the enterprise as an advertising proposition Messrs. Sherlock and Keene consider the hundred dollars which it cost them well spent. In the first place there were about a hundred other exhibitors, from among the most wide-awake business firms of the city, with whom there were excellent opportunities to become more closely associated. During the week thirty thousand adults paid admission to the show, and practically all of them passed each booth. If the exhibitor failed to secure the attention of a good share of them, it was his own fault.

A GOOD, KIND POET.

"He is one of the best poets in this country."

"I have never seen any of his poems in print."

"It isn't likely that you ever will. He is always trying to make other people happy, so he carefully hides his poems as soon as they are written." — *Record*.



Reproduced in three colors by the Zeese-Wilkinson Co., New York city,
from a fourteen-color lithograph.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

To Learn Photoengraving.

B. B. Frank, New York, writes: "Can you recommend the Effingham College of Photoengraving to be reliable, or where can I learn the trade thoroughly? About what would such a course cost, and how long would it take? In your estimation which of these two branches do you consider the better — photographic department or finishing department? What is the scale of wages in these departments? After graduating from the college, would it be hard to find work, so that I can get practical shop experience? Would I have trouble to join the union?"

Answer.—The writer has no personal knowledge regarding the schools at Effingham. The practical way to learn photoengraving is to engage as an apprentice in a photoengraving shop, taking up the branch of the work to which you feel yourself best adapted, and then, after five years' apprenticeship and you prove yourself competent, you will be admitted to the union and can earn the prevailing scale of wages. To get work and hold your position after that depends entirely on yourself.

Hanky Panky in Processwork.

The complaint of Mr. William Ottmann, president of the United States Lithograph Company, alleging that through misrepresentation of a process for rapidly producing pictures in color he was relieved of $100,000 and obligated to pay much more, calls attention again to the value of THE INLAND PRINTER research department. The sums of money that have been saved prospective buyers through its aid can of course never be estimated. But Mr. Ottmann is not alone in misfortune. The writer knows of other firms in New York that have recently been swindled and some who are at present being duped into parting with large sums of money for alleged new processes, but fearing disagreeable publicity they pocket their losses and allow the swindlers to go free to prey on others. If, before purchasing an alleged improvement in any department connected with the graphic arts, the research department would be consulted, then the genuine inventor would be assisted, fraud would be prevented, and all would be kept as secret as professional matters are, when required.

Enamel for Zinc.

J. W. Parker, Boston, writes: "Please oblige an old reader of THE INLAND PRINTER with some advice about making the enamel stay on zinc. When I was in the West I had no trouble, but since coming East the enamel does not seem to stick on the zinc. The formula I use is enclosed. Is my trouble with the climate? Must I modify the formula, and in what way?"

Answer.— The formula for the enamel you use on zinc is all right. It is the one published in this department some years ago. The writer's experience is that a formula that works well on copper will answer for zinc, providing the zinc is properly prepared to receive it, and the enamel is hardened after development. A proof that the condition of the surface of the zinc is most important is found from the fact that a piece of zinc grained in a machine, as for offset printing, can be coated with "any old enamel" solution, and the latter will not come off in the etching. Therefore the surface of the zinc should be given a matt surface, which is done, after charcoaling the surface, by placing the zinc in a bath of the following ingredients: Water, 40 ounces; powdered alum, 1 ounce, and nitric acid, 1 dram. Keep this solution brushed over the zinc until the whole surface takes on a beautiful matt silver appearance. Wash in clean water, and with a tuft of cotton remove the slight oxid; then, while the plate is wet, flow on the enamel several times so as to remove the water. Whirl as usual. Now, to make assurance doubly sure that the enamel will not come off during the etching, the plate may be laid for about three minutes, after development, in a hardening bath. The writer favors the following bath: Water, 40 ounces; wood alcohol, 3 ounces; chrome alum, 5 grains, and chromic acid, 5 grains. After three minutes in this hardening bath the plate is rinsed under the tap, dried and etched. This treatment should make enamel stick, even in Boston.

The High-light Process Again.

"Student," Brooklyn, New York, writes: "Could you tell me anything about another new 'high-light' negative method that has just been 'patented' and is going to 'revolutionize' our business once more? It is called the 'air space' or 'air cushion' method. My boss showed me a circular in which the new method is claimed to be an improvement in every way. He asked me to find out about it, so I write you."

Answer.— You should have forwarded the circular, which might have given a clue as to which particular method of making high-light half-tone negatives is being used. As you will see by an article on another page of this issue, the high-light half-tone method was the one used by the writer of this in the late seventies, or thirty-three years ago, and still it is reinvented every now and then and the process sold for large sums of money. This "air space" method which alarms your employer is one of the customary methods of making high-light half-tone negatives. It is this: Make the half-tone negative as usual and then rack the half-tone screen so far forward that the lines of the screen no longer cast shadows on the sensitive plate; then continue the exposure on the copy. This will close up the transparent dots in the high lights of the negative. In England, where the cameras have the screens in a hinged frame, the half-tone screen is simply swung to the side of

the camera, out of the way, and the exposure is continued on the copy with a small stop. Several simple methods of making high-light half-tone negatives have been explained in this department, so that at least our readers need not pay their money for alleged new inventions.

Brief Answers to a Few Queries.

F. W. P., Paterson, New Jersey: This department can not advise as to whether it will pay one to learn the photoengraving business. It is like the question of whether it is wiser to marry than remain single — "Don't" being the better answer. Still — it all depends.

"Photoengraver," Lowell, Massachusetts: Your stripped films curl because the rubber solution is too thick. Dilute it one-half with benzin and see if that does not work a cure.

tion in June. They also have codfish. It is not a prohibition town. That would be impossible with a mayor named Fitzgerald.

Some Early Half-tone History.

The esteemed *British Journal of Photography* of August 4, 1911, published the highly interesting lecture by Fred E. Ives on "The Early History of the Half-tone Process," read before the convention of the International Association of Photoengravers, held in Cincinnati last year, and the following week had this brief editorial reference to it:

THE EARLY HISTORY OF HALF-TONES.

The paper published last week in the *British Journal* is a very valuable one, as giving some definite information at first hand of the early history of the half-tone process. Mr. Ives' work is, however, tolerably



THE CAPTURE OF MAJOR ANDRE. FROM STATUE NEAR TARRYTOWN, N. Y.
From New York "Daily Graphic," September 23, 1880.
Half-tone by S. H. Horgan.

D. J. Duffy, Philadelphia: I would advise you to get a magnifying glass from your dealer in photoengraving supplies. For books on processwork, write THE INLAND PRINTER and you will get a list of them, with prices.

"Employer," New York: Send $1 to George Brigden, 82 Bay street, Toronto, Ontario, for the first volume of the *Photo Engravers' Bulletin*, and you will get the most valuable work on cost systems for photoengravers that has been published.

"Dyspeptic," Cincinnati: No, you will not be obliged to eat beans all the time if you go to Boston for the conven-

well known, in spite of his skepticism in this respect. Therefore the most interesting part of the article consisted in the remarks of Mr. Horgan, toward the end. It is much to be hoped he will amplify these, and give precise facts and dates as regards the early half-tone work he mentions, stating how the early half-tone screens were made and how they were used. Most engravers are not aware that screens were produced as early as the sixties, nor that they were used, in anything like the same way, in the seventies. It would be most interesting to have those further details that Mr. Horgan is now probably alone able to supply.

Old readers of THE INLAND PRINTER have from time to time been informed about some of the early history of the half-tone, but to oblige the able editor of the *British Journal*

of Photography and also those who heard the writer's *impromptu* remarks at the Cincinnati convention, the following might be added:

In THE INLAND PRINTER for September and October, 1894, the writer called attention, for the first time, to the pioneer work of Gen. Frederick W. Von Egloffstein and reproduced, on page 38 of the October issue, one of the wonderful half-tones made in 1868, or earlier, by General Von Egloffstein.

The publication of that bit of history brought out a letter from Mr. Sartain, the steel engraver of Philadelphia, stating that he had ruled half-tone screens for Baron von Egloffstein in 1860, before the Baron enlisted for the Civil War, from which he returned as a general.

Without knowledge of any previous attempts at half-tone work the writer invented a half-tone method and applied to the United States Patent Office for protection on it. The date of the filing of the caveat was December 22, 1877, and the title, "Methods of Photomechanical Printing."

Being too poor to apply for a patent, the invention was neglected until too late to file an application. And with the tremendous responsibility of superintending the largest process plant in the New World, there was no opportunity to introduce the invention. Besides, the paper, ink, presses and workmen of that time were stumbling-blocks to getting successful results.

Those interested will find in the files of the New York *Daily Graphic*, beginning March 4, 1880, plenty of examples of half-tone.

With this article is reproduced a single-column half-tone, made February 14, 1880; also a reproduction of a half-tone of a *bas-relief* — " The Capture of Major Andre " — reproduced from the New York *Daily Graphic* of September 23, 1880.

It will be understood that these are reproductions of reproductions and consequently have lost much of their original character.

Engravers will remark that these productions of 1880 are "high-light " half-tones—that is, the gradations extend from black to clear white in the extreme high lights. This was necessary for printing in those days, and is valuable for many purposes to-day, such as the requirements of the offset press. This "high-light" half-tone method has been reinvented many times since and sold at large sums as a novelty.

Space being precious, there is no opportunity to go into details regarding those early half-tones or the screens used. Later I may show my very first attempt at half-tone made prior to the filing of the caveat on it in 1877.

Photoengraving Metal Rules.

" Manufacturer of Tools," Springfield, Ohio, writes for information as to how best to apply the etching process to the engraving of metal rules. Also the cost of fitting up for doing the work.

Answer.— This question has been asked before and must receive the same reply: Do not attempt it. It would be just as reasonable for a photoengraver to go into the manufacture of saws as for a machinist to add photoengraving to his plant. Turn this work over to a photoengraver. As it is work entirely out of the regular line of business, it might be said to the photoengraver who would undertake the etching of metal rules that the way to go about it is as follows: Prepare to do the engraving on large sheets of metal, which are to be cut afterwards into the desired widths and lengths — this work being that of the machinist. You will require a " flat " of duplicate positives to engrave from, absolutely right in measurements and separated from each other so as to allow for the cutting of the metal later. The reader will see at once that the work is one of scientific precision if the product is to be worth while. Of course there is the way to make the negatives by using a ruling machine and etching in the transparent fine lines on glass previously covered with an asphaltum varnish. The whole glass could be engraved in lines, and the rules separated by stopping-out varnish. The numbers would also be etched in the varnish. From such a negative as many positives as required can be made. The whole work is the business of the photoengraver and would not be difficult to do, as shown by the above hints.



A HALF-TONE OF THIRTY-TWO YEARS AGO.
By S. H. Horgan.

Light Intensity of Arc-light Pairs.

J. B. D., New York, writes: " I have a pair of arc lamps on my camera that do not burn evenly, I am sure. I noticed it first on the reproduction of large copy. The negatives would always be more intense on one side than the other and come up quicker in the development on one side. To the eye, the lamps seem to give an equal degree of light on the copy. The electrician says the lamps burn

exactly alike. The boss has taken the electrician's side and says there is something the matter with the camera or the way I develop the negatives. How can I prove whether the lamps are at fault, or myself? "

Answer.— One way to prove whether the lamps are not working evenly is to reverse their positions and see if the stronger light is always on the side of one of the lamps. It is customary for operators to hold a pencil in the light from both lamps, in the center of the copy-board and a slight distance away from a piece of white paper on the board, to see if the shadows thrown by the pencil are of the same depth and of the same shade of color. They usually are not. One shadow may be found to be yellow and the other to be violet. This may be due to the carbons. If this



Hotel Brunswick, Boston, Massachusetts.

difference in color is characteristic of one of the lamps, even after the carbons are transposed, then the trouble is with the lamp, and the lampmaker or the electrician should correct it. Should the shadows be of the same color, but different in intensity, a rearrangement of the distances of the lamps from the board will adjust that. Another way to test the intensity of a pair of arc lights is through the use of Bunsen's photometer. Place the pair of lamps to be tested, say, ten feet apart. Hold a sheet of white paper, with a grease spot on it, exactly midway between the lamps. If the grease spot looks like a dark patch on one side and a transparent grease spot on the other, then the lamps are not giving the same intensity of light. By moving the paper until the grease spot is of the same shade on both sides of the paper, and noting the proportionate distance between the lamps, the relative intensity of the lamps may be determined.

A New Metal for Engravers.

Attention is called here, for the first time, to a new metal which has some possibilities for engravers' use. It is a metal that is as hard as steel, without danger of rusting. It takes a beautiful polish, and is about the weight and price of copper, with the advantage that engraving done on it will stand the wear of any edition a steel plate will.

Monel metal is the name given to this new metal. It is a natural alloy, composed of about sixty-eight per cent nickel and twenty-seven per cent copper. The ore from which Monel metal comes is mined in Canada. And though it is but a comparatively recent discovery, the claim that it is noncorrodible has already brought it into such uses as material for roofing, and for purposes where other metals would corrode. The United States Government is specifying it for construction work on battle-ships. The propellers of the North Dakota, for instance, weighing nearly eight tons each, are made of Monel metal.

When the writer proposed to use it for etching in place of copper, the experts smiled at the idea, as the metal was impervious to acids. But I took a sheet, had it polished, made a print on it in enamel, and put it in an Axel Holmstrom etching machine, with the chlorid of iron about 37° Baumé. With the paddle revolving at about five hundred a minute, it was etched to a good printing depth in about six minutes. Further experiments showed that in slightly acid chlorid of iron it required a period of about four times that required to etch copper. Of course the routing and beveling tools will have to be specially hardened to work it, but for embossing dies, for other metals, or for woods, and for purposes requiring extreme durability, Monel metal will find its field in our business from this announcement.

The Coming Photoengravers' Convention.

The convention of the International Association of Photoengravers, to be held at Boston on June 10-12, will undoubtedly be the largest and most enjoyable among the memorable conventions of this rapidly growing organization.

E. W. Houser, the " live-wire " president of the organization, and the hustling committees he has gathered are a guarantee that the attendance will exceed that of any previous gathering.

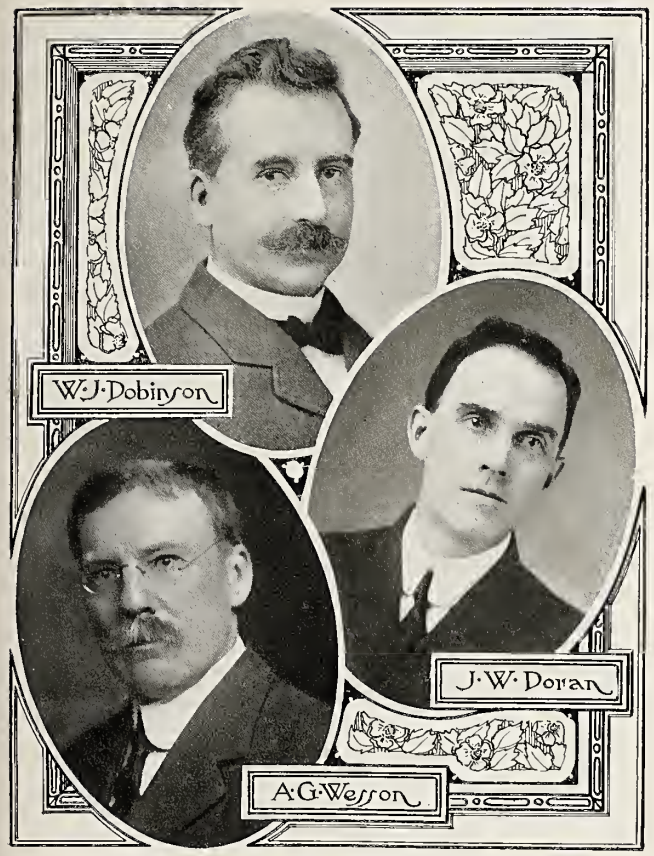
Then the make-up of the Boston committees is an assurance that the welcome of the engravers to " the most Irish city " in the United States will be as hearty as if it were Ireland itself, under home rule.

W. M. Tenney, the first president of the association, is chairman of the Entertainment Committee, assisted by C. G. Sunergren and E. C. Tripp. The other committees are: Reception, W. D. Wright, W. C. Van Vlack and Marcus Graham; Finance, S. E. Blanchard, A. W. Dempsey and Edwin Peters; Speakers, L. B. Folsom, C. H. King



and W. D. Wright; Information, W. J. Dobinson, J. W. Doran and A. G. Wesson; Printing, F. W. Dunbar, F. Hendry and T. F. Burbank; Publicity, L. B. Folsom, C. H. King and W. D. Wright; Committee to Secure Cooperation of Engravers, F. Hendry and W. H. Bowker.

The headquarters of the convention will be at Hotel Brunswick, Copley square, where rooms can be had on the American plan for from $2 a day upward; rooms with bath, $2.50 a day and upward. In the immediate vicinity



Information Committee — Ask Them.

are the Vendome, Westminster, Victoria, Copley Square, Nottingham, Oxford and Lenox. The prices for rooms in these hotels range from $1 to $5 a day, so that every one will find ample accommodation and at reasonable prices. Supplymen can obtain rooms for displaying their goods at the Hotel Brunswick.

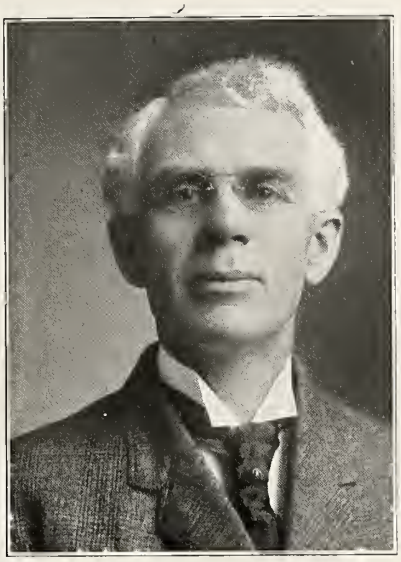


W. D. Wright, Chairman Reception Committee.

To those going from New York the trip by the boats is a most enjoyable one, and to parties of ten or twelve special rates may be had.

The program for the convention was not made up at this writing. Monday, June 10, will be given up to the business of the convention; Tuesday, to unfinished business and to educational affairs, costs and prices. The ladies attending the convention will be entertained on Tuesday, and in the evening there will be a sumptuous banquet for both the delegates and the ladies. Wednesday, the 12th, will be given over entirely to entertainment, and one of the unforgetable features promises to be a real old-fashioned New England clambake, with all the frills and accessories. "Accessories" is a most inclusive word and may contain, deep in its meaning, some of the famous New England rum or only "Harvard" beer.

Every American should visit Boston — and here is the most favorable opportunity for every engraver in the country to see it, with his family. It has, concentrated within



L. B. Folsom, Chairman Committee on Speakers.

short distances, more scenes of real historic interest than any other place in the country, and is a model city in many ways. The information, inspiration and enjoyment engravers will get from a trip to Boston this year will bring them returns during their whole business life. So then, "On to Boston!"

TYPOGRAPHICAL OFFICERS AS BUSINESS MEN.

In the light of the many unkind things said about the business ability of printers, THE INLAND PRINTER takes pleasure in giving its readers an idea of how business is conducted at the headquarters of the International Typographical Union. Expert accountants who are in the employ of the leading bank at Indianapolis, and who recently audited the books of the Typographical Union, had this to say in their official report:

During the trial of the McNamara brothers the daily press had much to say about the incomplete accounting systems of trade unions. Statements were made to the effect that labor organizations kept no accurate record of their financial transactions, and the officers thereof handled immense sums without accounting therefor to the membership. Possibly these reports may be correct as regards some organizations, but they do not in any sense apply to the International Typographical Union. For the benefit of your members, we desire to say the accounting system of the International Typographical Union is as perfect as that of any bank or other financial institution, and is especially adapted to the business of the organization. Through the monthly financial statements published in the *Journal*, the membership is fully informed upon all financial affairs of the organization. Every item received or expended can be easily traced through the books, and your secretary's books are in balance, in excellent condition, and correct in every particular.

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Grows in Beauty and Interest.

The *Linotype Bulletin*, published by the Mergenthaler Linotype Company, under the editorship of L. A. Hornstein, continues to grow in beauty and interest with each succeeding number. The April issue, in two colors, with an embossed cover in blue and gold, is an artistic production, and contains much of interest to all linotypers. As it is for free distribution, there is no excuse for any one who is not on the mailing-list.

Matrices Needed Cleaning.

A correspondent writes as follows: "Your letter of instructions to me regarding the dropping of the matrices on our No. 2 machine was of great value. The elimination of the oil solved the problem, and now I have no trouble. I cleaned the matrices, magazines, and everything that came in contact with the matrices, and the machine is running smoothly. Before this treatment the touch of the machine would change and interfere greatly with both speed and clean proofs."

New Linotype Faces.

A supplemental catalogue of one-line specimens of linotype faces has just been printed by the Mergenthaler Linotype Company. The original edition appeared in August, 1910, and contained about 525 different faces of linotype matrices, the supplement adding 125 new faces. The additions to the job fonts and head-letter faces indicate the trend of the linotype, while some new faces of foreign types are also shown. There is very little composition — and it is growing less—that can not be done the "Linotype Way."

Ejector Was Loose.

A Colorado operator, who some time ago asked this department for advice, now writes: "I wrote to you some time ago in regard to this machine—a square-base model—and received your reply as to cause of the toe of the right-hand liner being battered. Your suggestion that perhaps the ejector-blade was loose on its pins was correct. I had purchased a new liner and ejector-blade before your reply reached me, and to the present time have had no trouble, as the new ejector has no play on the pins to allow it to do any fancy stunts. The mold-slide was a little low, and I have raised it as you instructed."

Metal Mixing.

Under the title of "Mixing Printers' Metals," George A. Righter, mechanical superintendent of the Decatur (Ill.) *Herald*, has printed a twenty-two-page booklet which contains about all that can be said on the subject of printers' metals. It is handled in a thorough, straightforward manner, and shows its author to be entirely familiar with his theme. His formulæ for the various classes of metals, such as type, linotype, monotype, stereotype, etc., are reliable and accurate, and the suggestions given in order to convert one into another are alone worth the price of the book. There is no excuse for printers remaining in the dark regarding metal mixing and toning when this booklet is within their reach. It is sold by The Inland Printer Company; price, $5.

Worn Matrix Combination.

A Minneapolis operator-machinist writes: "I am enclosing a number of matrices with combinations badly worn which I removed from the machine I recently took charge of (a Model 2), which has been in use about eight years. When the machine was put in, a compositor who had had no previous linotype experience was given charge of it and has been on the job since. I learned this trouble had existed for two years at least. Instead of locating the cause of the wearing and having it remedied, I find that as soon as matrices had become so worn that they would not 'hang on,' a sharp punch was brought into use, and a punch behind the worn combinations of the matrix extended it out far enough to enable it to 'shoot the chutes' a few times more. Being anxious to have this trouble remedied, I have taken the nicks out of the second-elevator bar that were caused by its coming in contact with bands not transferring (which I have remedied), and will renew the bar; renewed the elevator transfer slide finger, which was badly bent, and also lined first elevator guide and bar, so that matrices could be transferred by hand without any noticeable friction. I also found the distributor-box bar was bruised on the left end, caused by the second-elevator bar-plate coming in contact with it while carrying a heavy line. I have renewed the bar and they line up perfectly, and, after strengthening the second-elevator adjusting-spring, have had no further trouble with lines flipping up; also renewed second-elevator starting-spring, which I found to be in six pieces. On examining the distributor-box I found that the back and front plate tilting-rail dowel holes had been filed on the lower edge about the sixteenth of an inch, but I can not see that this would cause the wear referred to. However, I have filled in the hollow parts as originally made, and the rails are perfectly even, and after straightening the distributor-box back plate upper rail, which was bent in far enough to bind, I discovered that the combination-bar was about the thirty-second of an inch too high at this end, and I lowered it so that matrices would enter onto the bar freely, and, as you will notice, most of the wear is on the lower part of the matrix combinations. I think this last adjustment will help some. There is a slight vibration caused by a weak floor, and I think some of the injured matrices show signs of being injured by butting into blocked channels while on the bar. As the wearing of

matrices is quite a serious matter, any further suggestions through your valuable department will be welcome."

Answer.— The bruised and worn condition of the matrix combinations is no doubt due to the defects you stated, and the removal of the two bars should prevent a recurrence of the trouble. There are two places where you should note the freedom of transferrence — from first-elevator to second-elevator bar, and from the distributor-box bar to the distributor-bar. As you state the transfer of matrices at the first-mentioned point occurs without undue friction, it may be well to examine again the transfer of the matrices to the distributor-bar. This operation may be made easily. Place a pi sort in the distributor-box and turn the screw by hand until the edge of the matrix is three-sixteenths of an inch from the end of the box-rails; raise the back screw and observe the space between the brass strip and top of the matrix-ear. This space should be trifling; in fact, just a clearance is necessary. Having the rails the proper distance apart and the bar set correctly, you should have no further trouble.

Hollow Slugs.

A Pennsylvania correspondent writes as follows: "Some time ago I wrote you for advice as to how to overcome the difficulty I was having with hollow slugs, caved-in letters, etc. You advised the purchase of a new plunger for the metal-pot. I bought the plunger and put it on, but it seems to help very little, if at all. I have purposely delayed writing you again to observe it under all conditions. The most peculiar part of the matter is that the trouble only occurs on slugs fifteen ems and wider, generally ten or twelve point. A long slug, such as twenty-four or twenty-six ems, never causes any trouble. I am commencing to suspect now that the trouble is in the vents of the mouthpiece. When I give these a good cleaning out I get a good slug, with no sign of trouble for a while. Then the old trouble returns and I must repeat the operation. It may run nicely for three or four hours, sometimes for only one hour. Somehow these vents seem to fill up."

Answer.— The slugs show that the plunger action is not altogether normal. We suggest the following proceedings: Remove plunger; clean it. Dip metal out of pot until the top of the well is exposed. Drop in a piece of tallow and a spoonful of graphite; put in plunger. Clean hole on side of well with the end of the pot-mouth wiper. Increase the stress of the pump-lever spring. Decrease the temperature a trifle if the slugs show the metal to be too hot. Having done the foregoing, we would suggest the following as a daily procedure: Mouthpiece should be wiped and the jets punched out and the cross-vents scratched free from oxid. The plunger should be cleaned twice a day. After cleaning, dip the plunger into a can having tallow and graphite mixed and put into the pot with this mixture on. If the foregoing is no help to you, then remove the mouthpiece and clean out the throat. Do this while the pot is hot and flush it at the same time. This operation is done by pressing down quickly on the plunger and ejecting metal from the throat. Another thing to note is that the plunger on descending should not allow metal to spurt upward from the well; if this is present to a large degree you may need a new crucible.

Line-delivery Carriage Adjustment.

A Wisconsin operator writes: "I followed your instructions in regard to slug-shifter and noted immediate improvement. (1) The mercury regulator leaks (mercury disappears entirely in thirty-six hours) and it is impossible to keep even temperature. Am sending to factory for new part. I am now working old machine altogether, and troubles are too numerous to mention. However, I shall describe the chief ones, as they are a source of the greatest annoyance and I should like your advice on the matter. (2) I recently put on a new set of distributing screws and timed them properly — but large matrices carry on screws at an angle. (3) I had occasion to adjust split bearing on line-delivery shaft. I let carriage go over full stroke into first elevator, then tapped on arm until it caused stopping-pawl barely to clear the stop-lever, but carriage would not return to seat. After experimenting for a while I called the day man. He laughed and said: 'Make the pawl clear lug one-half inch and then try it.' I did so. It worked all right, but carriage came back with two loud, distinct jerks. He insisted on letting it go at that, so there is where the matter rests. He claims it has been jerking that way for five years."

Answer.— (1) If the mercury leaks from the governor all you have to do is to locate the point and apply litharge and glycerin when the parts are cold. There are but three places where it can leak — where holder is connected to the tube, where the tube is connected to the head, and where the lower end of the glass is inserted into the head on a washer. (2) If the matrices travel at the angle you show in letter it is quite possible the lower screw is not timed correctly. Remove the distributor-box and see if the point of the thread of the front upper and lower screws are in the same relative position as they should be. The matrices should hang almost perpendicularly while distributing. The lower end may be a trifle in advance of the upper end. (3) In regard to the split bearing, you probably failed to note that the plate, and possibly the pawl, was out of adjustment, as well as the split bearing. Your method was correct, but as the plate was also out of adjustment there were no results. You should have the stopping-pawl fifteenth-sixteenths of an inch from the right edge of the cam. The plate should be set so the pawl will be pushed one sixty-fourth of an inch off of the stop-lever by the roller — not one-half inch, as you state. Then the carriage will return almost noiselessly.

Clogged Mouthpiece and Damaged Matrices.

A New Jersey operator writes: "(1) I have great difficulty in keeping the vents open and therefore get a spongy slug, like specimens enclosed, and sometimes they are much worse. The metal that we use on the machines is the same as used for making the news plates. Some time ago the metal was too hard and filled up the holes in the mouthpiece. They toned it up with tin or something, and since then I have had trouble in keeping the vents open. On some machines I have more trouble than on others. (2) I am sending you a damaged matrix with the front and back lower lugs injured. The small assembler-glass seems to be clear. Please advise me. (3) I have been having some trouble with left-hand liner springing out about a thirty-second of an inch, causing a fin on the end of slug. Please give me your advice on these matters."

Answer.— The hardness of the metal is probably the cause of much of the trouble. This probably has caused the closing of the jets in the mouthpiece and possibly the throat back of the mouthpiece. Remove the mouthpiece from the pot and clean out the throat. If the oxid has collected in the throat and is difficult to dislodge, use a mouthpiece-cleaner (F 827), and while the pot is hot apply it vigorously, having previously placed a quantity of tallow in the throat and allowed it to burn out. Flush the throat by a rapid downward movement of the plunger by hand, the metal to be caught in a box or other receptacle. Before

returning the mouthpiece to place, it might be well to enlarge each jet from the back with a No. 28 drill. This will make it easier to keep the jets open. This plan has been used for a long time with success by linotype machinists in England and the colonies. (2) Possibly you can diminish the wear on the matrix lower ears a trifle by lessening the impact with the rails in the assembling elevator. This may be done by diminishing the space between the chute-spring and rails of the assembler, and by bending the assembler-springs closer to the chute-spring plate at the lower end. This must be tried out so as not to cause transpositions. (3) In regard to the left mold-liner, remove the mold, and, when it is cold, cover the inside surfaces of the cap and base with blue ointment, and allow it to stand over night. Also give the liners similar treatment. This will loosen all metal attached, and it can then be readily removed. Procure some crocus powder, and, with a little oil, polish the mold and ends of the liners. Then clean all these parts and assemble and return to the disk. If the liners are held properly by the pressure from the mold-cap screws they should not be readily dislodged, except where a tight slug is forced out, and in this case the cramping of the slug by the unequal pressure on each end from the ejector-blade is the cause. However, if you prevent the occurrence of spongy slugs you will have no tight slugs. Examine the ejector-blade and see if it seats firmly on the pins of the slide, as it should. This defect proves a cause for stuck slugs, sometimes.

Ejector-guide Trouble.

The following is from a Nebraska operator: "As a reader of THE INLAND PRINTER I am writing you regarding linotype troubles, past and present. Regarding your reply as to speed of machine, I was unable to get an electrician to change speed of motor (direct-connected) as you suggested. Instead, I have glued a thick piece of leather around pulley back of keyboard, making it enough larger to speed machine at about seventy revolutions, which has remedied the distributor troubles and made a great difference in working of keyboard. Would like now to ask for a few suggestions: (1) Have just been having trouble with ejector-guide. Removed it the other day and found that upper corner of blade had cut into friction and bar to considerable depth. Am using thirteen-em ten-point blade. Cuts deepest at upper corner, although cut extended almost to bottom. Replaced bar and friction with new ones and find that friction has begun cutting at top corner of blade. Bar is perfectly free from metal and dirt, and is oiled. Springs seem very stiff to me. Upper spring is larger and stronger than lower one. Is that as it should be? Machine is Model 1, rebuilt. I believe guide would work first-rate on wide blade, but with narrow blade the top of bar does not seem to depress easily enough. Please give me correct method of replacing friction, inserting it into bar, etc. (2) Is it all right and advisable to use graphite on second-elevator upper and lower guides? (3) What would be a fair average composition for ten hours, on rebuilt Model 1, operator to take good care of machine, repair and keep clean — to do all work connected with machine? Matter to be regular run of newspaper stuff, copy good, bad and indifferent, set thirteen ems eight-point. Average to be per day, week after week. (4) Where can I obtain literature on care of motors? (5) Does THE INLAND PRINTER provide a course through correspondence on operation and care of linotypes? If so, what is the expense of same?"

Answer.—(1) The pressure-bar friction, of brass, usually wears rapidly where a thick blade is used, owing to the friction induced. Do not oil the ejector-blade, as it will cause the oil to be transferred to the front of the mold and later to the matrices. By removing the top spring from behind the pressure-bar the wear on the friction will be minimized. In replacing a new friction, place outward the edge that has the beveled corners. If the blade catches on the friction when the mold-slide is pushed back, remove the guide and bevel the back edge of the friction a trifle more to allow the front end of the blade to pass freely. You may remove the upper spring and use only the lower one. (2) Graphite is to be preferred to oil for the second-elevator guide-post and guide-block. (3) Four thousand an hour will be a fair average under the conditions named. (4) Probably in the public library in your city you may find a book on the care of motors. If not, write A. C. McClurg & Co., Chicago, for a catalogue of books on electric motors. (5) We have no correspondence course on linotype mechanism and operating. Questions on these subjects will be answered free where a stamped, addressed envelope is sent with query. "The Mechanism of the Linotype" gives complete instructions as to adjustments and care of the linotype. Sold by The Inland Printer Company. Price, $2.

First-elevator Adjustment.

A correspondent in Oklahoma writes: "I would like you to inform me what causes the imperfection in the slug enclosed. The slug is cast on a Model 5 Linotype, twenty ems twelve-point. As soon as the slug is cast it sticks to the matrices and pulls away from the mold, stopping the machine. Sometimes the machine goes for weeks without bothering, then for hours at a time at every cast there is stoppage. It never seems to bother only on the twenty-em twelve-point. Is it that the metal is too brittle? I should be glad to know the cause, so I may remedy it. I have tried everything within my knowledge."

Answer.— We believe your trouble is due to the down stroke of the first elevator being greater than one sixty-fourth of an inch. Test it in this way: Assemble a line of matrices without spacebands and send in. Stop the machine at casting position and observe how much space there is between the back screw in first elevator and the vise-cap. There should be no more than one point — about one sixty-fourth of an inch. Adjust the screw while the machine is in this position if you find it too great. This should remedy the trouble.

Recent Patents on Composing Machinery.

Type Justifier.— W. T. Hoofnagle, Bloomfield, N. J., assignor of one-half to Robert Watson, Washington, D. C. Filed February 10, 1909. Issued April 9, 1912. No. 1,022,418.

Slug Caster.— J. Dorneth, Berlin, Germany, assignor to Typograph G. m. b. H., of Berlin, Germany. Filed January 4, 1910. Issued April 2, 1912. No. 1,021,827.

Slug Caster.— J. Dorneth, Berlin, Germany, assignor to Typograph G. m. b. H., of Berlin, Germany. Filed March 18, 1911. Issued April 2, 1912. No. 1,021,828.

POPULAR CHICAGO PRINTER MAKES CHANGE.

John J. Smith, for a number of years superintendent of the Walden Typesetting Company, Chicago, recently severed his connection with that concern and associated himself with the Superior Typesetting Company, of the same city. Mr. Smith is well and favorably known to Chicago purchasers of printing, having had charge of Hollister Brothers' composing-room both before and after the merger with the Manz Company. He joined the Walden Company when it was rather an unpretentious concern, and is credited with having been a large factor in its remarkable growth. The Superior Typesetting Company is to be congratulated on having secured the services of Mr. Smith.

Cost and Method

BY R. T. PORTE.

EDITOR'S NOTE.— The following sketches, each complete in itself, contain a remarkable study of the printer and his progress and development as seen to-day. Hundreds of cases such as described here are being developed every day, and as an insight into the mind and ambitions of the modern printer, these sketches are in a class by themselves. A few years ago they could not have been written, but now they are truthful and accurate. It may be possible for some one to feel that he knows the printer who is pictured, but the author assures us that no one printer was in mind; that it is merely a composite picture of the great revival now going on, and can be duplicated in many parts of the hemisphere. We are sure the sketches will be greeted with interest and favor.

The Progress of a Printer.

I.— LONELY.

The one great character in modern history that can be safely called the "lonely man" is the average printer. Not that he does not have friends, or that he even realizes his loneliness, but for all that he is the one lonely man of the world.

Seemingly, no other trade has developed so fully into separate units, each of itself, as that of the printer. The nature of the business apparently has made him think he is "not as others," and he casts his bark alone, not seeming to care for the other of his fellows who have ventured upon the sea of business, ignoring their troubles and distress, and frowning upon their best wishes and advice.

He has in him the feeling that his business is different, that he knows what he is doing, that he is always right, the others wrong, and so keeps on day in and day out, all to himself, pegging along, prospering or going to the wall, unpraised and unmourned by others of his craft. He even becomes an imaginary enemy to the others, while others become imaginary enemies to him; and he fights imaginary battles with his (as he thinks) natural enemy — the "other fellow."

Unsought and unseeking, he goes to his task, keeps to himself, and fails to see that he can be of benefit to himself or his fellow craftsmen by knowing or speaking well of them. That they are kindred, have the same feelings, troubles and joys, and that they should have a brotherly friendship, he does not understand, nor seem to care.

Business men easily recognize this, and they fatten in their pocketbooks by keeping the lonely man as lonely as they can by telling him they like him better than the "other fellow," and, if the other fellow can do the job for $1.50, why he ought to be able to, and that his work is better, and all the other things.

This story is handed out to-day to some printer — is being said this minute — and the printer believes it. It keeps him from trying to know his brother in the craft, and he remains the lonely man.

But times must change and the lonely man must change with them.

II.— THE LIGHT AHEAD.

The great apostle of business is the salesman. He goes from one place to another, and he knows well the conditions, the habits and the desires of his customers, and, as a class, no salesman is a better apostle than the one who sells to the printer. He knows something is wrong, and he wants to do all he can.

When a cost congress is billed to be held in his district, he is alive to the fact, and he wants to attend. And not only does he want to attend, but he wants Adolph, who is a good customer of his, to go, and James, too, and some of the others; so he incidentally mentions the congress, and sees that they are sent notices, or programs, or are told of such and such a speaker who gets over some "hot stuff," or some congress he went to that was great. Possibly he



The jollying customer tells the printer he can do printing as cheap as anybody.

makes some kind of an impression, and some printer decides he needs a holiday, and will go to the congress thinking perhaps he'll get a chance to say something, and tell the printers what he knows, and, anyway, they are a lot of "hot-air" fellows, and it will be a good chance to laugh at them.

Or he may have read in the trade-papers something about costs, and maybe there will be some one who will have something to say on costs, and he'll ask a question that will back the fellow off the boards, and show what he — or both of them — knows.

It is with such feelings that he finally does go to the con-

gress — although it will be a waste of time; but Charley, the salesman, will be there with an expense account, and Charley is a good fellow — and the night is long and home far away.

Anyway, there is no harm, and if a "rush" job doesn't come in to interfere, he goes to the congress. It is such men who find out that entertainment and speeches do not make a cost congress. He discovers somewhere a fellow printer like himself, and they talk things over. Charley and his expense account and the speakers are forgotten. They are trying to find a way out. It is this that is the



The printer takes counsel with himself and finds he has been stung.

great feature of any congress and where the real work is done. It makes both realize some of the things that they are up against, and they talk of them. The after-sessions do the work — they are the light.

III.— THE NEW AVOWAL.

The printer who attends one cost congress is never the same man after he comes back. He has acquired an entirely new frame of mind, and he can not get back into the same old rut. He has heard of others that are getting different prices than his — some higher, many lower. He has heard of a printer raising prices and getting them. He has probably heard or read of T. E. Donnelley, who owns such a big shop in Chicago, and sees him at the congress, or possibly he meets Francis of New York, or Stern of Philadelphia, or Deacon of St. Louis, or Fell, or Green, or Gardner, or some of the others. They, like him, are but men — but successful — and he wonders what is the matter with him that he is not successful, too. They all greet one another, and perhaps wring his hand, and they become to him more than a name: they become persons. He looks at the picture of the convention published in the trade-paper, and tries to place the faces of the men he met and knew.

He begins to feel proud of his trade, proud of being with such men, and his frame of mind, as to himself, changes, and he determines to get in the game. He is not quite the same to the customer who tries to pat him on the back, and jollies him, and he digs up a price-list somewhere and begins to take an interest in prices once more, as somehow there has drifted into him the realization that his prices are too low, and he decides to ask a little more and see if it is so hard to meet the pay-roll.

He has changed, and he will do and look at things differently. The transformation has been so complete that he does not realize that he has ever been any different than he is now.

Whatever the feeling is, the avowal to get a part of what he thinks is his will do more for him than anything else in the world.

IV.— A SETBACK.

When a printer has for years printed a job at what his customer thinks a "right price," and the printer gets a notion that he ought to have more, there are contending forces, and something is going to happen — and it usually results in the printer losing the job.

It is a sad blow to the pride of the printer who all along has been told by the customer he was the best printer in town — that he wanted him to do his work because it was so satisfactory. The printer can't understand it when the job and the customer go out of the door, and with a sickening heart he thinks, "What's the use?" If he is a printer who will stop and analyze the situation, he will find out that being called "the best printer in town" was "taffy," if not something worse, and that his work was "satisfactory" because the price was satisfactory.

But few printers realize or analyze this, and begin to think their fellow printers are even as bad as they have been pictured.

It is the hour of trial and stress for the printer — he knows now a few facts that never came to him before, and it is a setback to his vanity, to his trust in those he held in esteem and considered his friends, ready to do him a favor.

It impresses him that business does not go by "favors," and that the job of printing has gone to a printer who has preached — or at least he has heard of preaching — costs and higher prices. He can't believe that the man would take the job — but he did, and the blow was a hard one. He tells his salesman-friend of his experience, and it requires a lot of diplomacy on the part of the salesman to get the printer back into a right frame of mind.

The seed has been sown, and it grows — but there comes a time when the customer comes back with the job, and at the price quoted; or, perhaps, he gets at a good price a job that has been printed by the other fellow, and the setback appears to have reached full bloom and died.

Anyway, the printer doesn't die because of it — and that is something.

V.— DOING SOMETHING.

There have been published broadcast for the past few years average hour costs, and they have helped to make right prices on printed matter. A printer who has attended a cost congress has heard of time on work, and having secured a job of printing, decides to "keep time on it." He tells his workmen to put down on the back of the "ticket" the time spent on work, and so he begins to do a little figuring.

His mind has opened up, and he begins to talk to other printers, and finally one day a printer calls on him.

For a few minutes he can hardly realize such a strange happening, and wonders what is up, and if the other fellow is going to "put something over" on him.

At last it comes out — the other printer wants him to join the printers' organization!

Then to his mind come all the things the other printers have done to him in the past, and what price-cutters they all are, etc. No organization for him, and besides he hasn't the time, and he spends the evenings at home!

Wonder of wonders! the visiting printer doesn't seem to be surprised, but he talks of organization, and cost system, and other things. The fellow craftsman is not convinced; then he is visited by another printer; a third tackles him on the street; Charley, the salesman, talks to him, and finally, half-heartedly, he goes to a meeting and "joins." To his surprise, the work on him hasn't ended, and they begin to talk cost system to him — when he has a system. Isn't he keeping time on his tickets? Well, I guess — and that's some system.

The other printers don't seem to see it that way, especially one that took a job away from him a while ago — and, after talking the job over, he finds the other printer got a bigger price than the customer said he did, and the other printer said even at that his cost system showed he lost money on the job, and he turned it down a second time. That is the reason the job went back to the printer.

It looked, after all, as if there were something in cost systems — and the other printer. But he had a cost system, and guessed he could worry along. The club was all right, however, and he was for it, and they were doing a good work, and could count him in.

VI.— DISCOURAGEMENT.

Nothing is more deceptive than the keeping of time on the back of a job-ticket, or follower, by the employees. They, no doubt, mean to be honest, and are inclined to be too fair to the customer, or don't want the "boss" to think they took the time they did to set the job. Putting too much time on the ticket is a rare occurrence.

When the proprietor of a printing-office realizes this, he is in a quandary. Probably he first hears of it at some club meeting, or attends an "estimating" class and discovers how much longer it takes, "from actual records," to do work than he had thought.

He then investigates the "cost system" as put in by others, and discovers that they not only keep time on actual work, but "idle time," finding out exactly what the working time costs them. He begins to realize he hasn't a cost system — and gets busy.

When the cost-system man calls on him, he nearly falls over when he finds out what it costs in good money to put in a system. It takes a long time to work up his nerve to tackle it. He gets a few blanks and tries his hand, but knotty problems come up, and he doesn't know what to do. Finally, in desperation, he takes the plunge, and an expert takes charge.

And, my, the things that expert does to him and his plant! At the end of thirty days all his conceit — at last the word is out — is gone. His business is not one, two, three, and loss after loss appears on work. When one job finally comes through with a profit, he wonders if the expert has been asleep. Strange to tell, the expert manages some way to get his "hour costs" as high as, and in some cases higher than, the "average hour costs" published in the trade-papers.

The printer gives a sigh of relief when the expert goes, and tackles the job himself. He raises prices here and there, shows to a customer (who calls him a "robber") his cost-sheets, and gets the reply, "I don't care what it costs." He has his troubles. He almost sighs for the good old days, and, as he sees job after job going, he loses his nerve, and discouragement comes. Can the cost system be right? He checks over the figures. Yes, those are his costs; there can be no mistake. What is to be done? It is a hard question — but right is right, whatever the discouragement may be.

VII.— HANDING THE "LEMON."

Strange as it may seem, a cost system properly installed does not show that every job in a printing-office, in the past, has been taken at a loss. Somewhere there were profitable jobs — and, with unholy glee, the proprietor begins to see things.

Other printers are eager to do work, so why not let them take the unprofitable work? The work with a profit is the only kind worth holding. Keep it and go after more of the same kind. On the other hand, on some of the unprofitable work, it will be found that customers will "stand" for a raise, and it, too, can be done at a profit.

To get rid of the unprofitable work is very easy. You can always be too busy, or the price can be raised, and buyers of that class will soon discontinue their patronage. If the fellow over the way wants to be busy, let him take the "lemon" work; it may be the means of putting him out of business, and then things will be better. So, the cost system enables the printer to pick his work. Not so much work comes in, of course, but the ledger balance begins to show on the right side, and the "lemon" jobs decrease month by month. Overtime becomes an unknown quantity, the pay-roll decreases, and the surplus increases.



Nearly falls over at the cost of the cost system.

The fellow over the way says business is rushing, for him, and the cost-system printer is willing that it should be so. While the other fellow is busy on "lemon" work, he'll get the cream.

The meetings of the club interest him more and more, the work of the shop goes smoother, and he doesn't worry so much about losing a job. His mind is fixed on the question of profit. The other fellow can have the rush of "lemons."

VIII.— ANOTHER KIND OF FEELING.

When a work is placed on a man, and he realizes that others believe that he can do a thing, he usually gets busy. A perfect organization is one that has its members "do things," and one of the hardest things to do is to call on the other fellow and try to talk to him about his business. You may feel full of enthusiasm for the cost congress, cost system and the club, but to take your pride in your hand and see the other fellow, when you know he hates you like poison, is testing a man to the extreme.

But the printer fully realizes that all the printers must be reached. His own experience has been so satisfactory



The cost-system pay-day. The printer considers purchasing a few of the pleasures of life.

that when he is asked to call on some other printer, he takes a big lot of enthusiasm and goes a-visiting.

Then he realizes what a change has come over him. He is now ready to defend what he used to decry. And with what patience he listens and talks and argues! The first visit is the beginning. Finally the printer feels it is not right to hand "lemons" to the other fellow, and he goes over and shows costs on this or that class of work, and endeavors to cooperate. When his visits seem to do little good, he is discouraged, and begins to "cuss" printers for fools, and lunkheads, and what not. They are standing in their own light. Why don't they see that the cost system is right?

But he keeps doggedly on, and on and on, because each day the system keeps saying, "I am right, I am right — tell others, tell others." There is an irresistible feeling to keep on. The subject never grows old. He reads articles to meet arguments against the club or the system. And how happy he is when he finally lands his man — sees him install a cost system, and become a "cost crank," too. He has the spirit of cooperation. He wants business, and wants it at a profit, but he wants the other fellow to know his costs, too. Competition is not dead; it is as keenly alive as ever. But it is a competition which has been awakened to intelligent action — action that does not contemplate financial ruin of the "other fellow."

IX.— A PERFECT PROOF.

Through organization, and intercourse with his fellows, man is developed. He takes a broader view of the world, and he feels fresher and cleaner because of his association with other human beings. He does not think his competitor a scoundrel, nor believe all the close buyer tells him, but learns to separate the wheat from the chaff.

The printers' organizations are developing keen business printers. They are ready to attend meetings, go to congresses, listen to others, talk of what they know as to costs, and acknowledge when they lose money on a job. They have confidence in a fellow printer who tells of a job done below cost, or that a customer has gone "shopping," and he is ready to protect the other printer. His fingers have been burnt once or twice that way, and he has learned to be careful.

The supply man and the salesman, he notices, do not talk to him about the benefits of organization, and are now oversolicitous about orders. He notices that it is easier to pay his bills, that an idle day no longer worries him — and he is not too overjoyed about being rushed with work — a job might have been taken at a loss. He is not chained to his desk quite so closely as formerly, and he can join business men's and commercial clubs. The price of front-row theater seats doesn't look half as high as formerly. He no longer thinks of 20-cent lunches; in fact, he even kicks about the "rotten grub" of the weekly-club luncheons and wonders why they don't go to a better place, no matter if it costs a little more. The old desk he has worked at so long looks pretty "bum," and that new desk in the window is a "dandy" — and he gets it. The automobiles look pretty fair, and he reads the advertisements more critically and finally decides he might as well get a good one while he is at it. Then when the other fellow across the street comes down to work in the morning in one, the die is cast, and a better one is bought.

What a change for the lonely man!

But the pipe is not out. There are still lonely men, and the work must go on. One perfect proof shows that others are possible, even though hard to get.

PRINTERS' MACHINERY EXHIBIT AT N. P. A. MEET.

An interesting feature of the National Press Association convention, to be held at the Hotel Sherman, Chicago, on June 24-27, will be an exhibit of printing machinery and material, the arrangements for which are in charge of W. H. French, president of Barnhart Brothers & Spindler, the typefounders. Inquiries for space may be directed to Mr. French (address 168 West Monroe street, Chicago), or to W. F. Parrott, secretary of the association, Waterloo, Iowa. The following concerns have already made application for space: Acme Standard Mailer Company, H. B. Rouse & Co., Oswego Machine Works, Eclipse Folder Company, Wetter Numbering Machine Company, F. P. Rosback Company, Golding Manufacturing Company, Barnhart Brothers & Spindler, Challenge Machinery Company, Star Tool Manufacturing Company, J. A. Richards, Miller Saw-Trimmer Company, Wesel Manufacturing Company, American Type Founders Company, Eastern Sales Company, Roberts Numbering Machine Company, and the Hamilton Manufacturing Company.

A fine program of activities has been arranged for the convention, with a trip to the Dakotas at the close of the meeting.

Estimating

BY G. E. WRAY, FORMER SECRETARY CHICAGO BEN FRANKLIN CLUB.

Printers with estimating problems are invited to send them to this department. Printers who know of excessively low prices put in for either public or private printing are asked to send fullest details, the object being to reach price-cutters and endeavor to show them the better way. Letters addressed to G. E. Wray, care of "The Inland Printer," will be treated with the utmost confidence.

Cost in a Chicago Model Plant.

While some Chicago printers are selling composition-time as low as 75 cents an hour, it is at least refreshing to find a printer willing to concede the following facts concerning his costs of production. The owner of the plant is a model employer, he has a model plant, and he faithfully adheres to the principles of the Standard Cost-finding System. His overhead is over fifty-three per cent of his productive-department cost. This may seem high to some printers, but he draws a salary commensurate with his ability, and not a penny more than he could readily secure if working for some one else in a similar plant:

	Hand Composition.	Job Presses.	Cylinder below 25x38.	One-color Harris.
Department cost	$ 7,350.00	$2,602.00	$4,535.00	$1,162.00
Distribution of general expenses	3,911.00	1,386.00	2,418.00	624.00
Total cost, departments	11,261.00	3,988.00	6,953.00	1,786.00
Chargeable hours	7,445	4,050	5,133	1,194.00
Net cost per chargeable hour	$1.51	$0.98	$1.35	$1.50

These figures are worthy of close and careful analysis, especially by those who consider $1.51 abnormally high for composition-time. It need scarcely be said that this plant is one of the most successful in Chicago, is nearly always busy, and, while the owner is not an automobile fiend, he takes care to enjoy life very thoroughly.

The efficiency in this plant, from the head of the house to the errand-boy, is noticeable the moment one steps inside the sanctum of the owner.

Costs of Production in Texas.

The writer installed a cost system by mail in a Texas plant. The result has been a wide eye-opener to the owner of the plant. He is now able to give his costs in various departments, and, as an open confession seems to be good for his soul, he gives also his former idea of costs. His former ideas were just the best "guesses" he could make, and they made him wobbly when it came to close estimating. The new light on costs in his own plant gives him backbone, and to-day he says he is firm as a rock when a buyer invites him to cut his prices.

The costs in Houston, Texas, are reported as follows:

	Known cost.	Last year's guess.
Hand composition	$1.20	$0.80
Cylinders, size not stated	1.69	1.00
Platens, all sizes	.79	.40
Ruling machines	1.15	.70
Transfer work for offset presses	1.85	1.00
Presswork on offsets	4.15	2.50
Copperplate engraving	1.29	.85

Other figures are presented, but they are so nearly in line with average costs that they need not be shown here.

Rents are not high in Texas; the firm in question owns its plant. Wages are rather low, and conditions generally would seem to favor a low rate of cost of production. Nevertheless there is an admitted cost of $1.20 an hour for hand composition. This certainly can not be sold below $1.35 an hour by any sane printer. Ruling, which has been sold right along at 85 cents, is found to cost $1.15. Transfer work and offset presswork are given here chiefly because little is known concerning the cost of these operations and with the hope that owners will be induced to ascertain their own costs in their own plants.

Figuring for Health — Not Wealth.

At a health resort in Indiana springs the fountain of youth, and the owner of the fountain wants patrons. To get patrons he must issue booklets, and submits his proposition to three printers, not one of whom seems to be figuring for profit. Health, not wealth, appears to be the leading string, and yet most printers say they are not in business for their health. Few, however, seem to be in it for the love of the lucre they manage to get out of it.

The job is fifty thousand eight-page booklets, with a cover equal in size to one and one-half pages. Page, 6¾ by 6; cover, 6 by 9¾, in brown ink; two wire stitches, and booklets folded to 6 by 3⅜.

A, B, C and D figured on this job. The paper-dealer is interested in the matter, for he fails to see how the low-price printer can continue long in business if the rest of his work is taken on the same basis.

	A.	B.	C.	D.
Stock	$ 98.75	$ 97.00	$ 97.00	$ 99.00
Handling, ten per cent	9.88	9.70	.....	.....
Profit, ten per cent	9.87	9.70	9.70	.....
Composition	10.50	10.00	9.00	8.00
Make-up	2.00	1.00	.....	.....
Lock-up	2.00	1.50	1.00	.....
Electros, inside	6.00	.....	.....	.....
Electros, cover	6.50	.....	.....	.....
Press, make-ready, inside	5.00	.....	.....	2.00
Run	37.50	50.00	40.00	40.00
Make-ready, cover	6.00	1.00	2.00	1.00
Run	19.50	40.00	30.00	20.00
Ink	6.50	5.00	.....	.....
Binding, $2.50 per thousand	125.00	100.00	80.00	65.00
Pack and deliver, 2,000 pounds	5.00	3.00	.....	.....
	$350.00	$328.00	$269.00	$235.00

This job is worth $350. B will not spend money on electros; hence he would lose money at $328. C will lose about $80 on the job; while D must needs lose $115.

D is certainly very generous in fostering the health-resort patronage and deserves more honor and glory than will ever reach him. If there is any virtue whatever in the springs, D is a public benefactor, but the sheriff may get him before he secures the plaudits of the race.

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Result of Ad.-setting Contest No. 33.

As stated last month, there were 338 ads. submitted in THE INLAND PRINTER'S Ad.-setting Contest No. 33. Two hundred and twenty-eight compositors entered specimens and contended for the honor of having their ads. selected for places at or near the top of the list. In all the thirty-three contests which have been conducted in this department never was there so much interest shown. This may be accounted for partly by the fact that the ad. was a small one, requiring more ingenuity than time, and partly by the fact that it was a difficult little piece of composition and the compositors desired to see what they could do with it, and also to see what other compositors would do with it. It is to be regretted that there were not enough sets of specimens to go around, but heretofore there has always been a surplus, and there was no reason to believe that there would be such an unusual number of entries. Each contestant was required to send two hundred slips of each of his entries, and these were made up into two hundred sets and mailed to the two hundred compositors who were the first to enter. It was necessary to disappoint about thirty of the late comers, but for their benefit and for the benefit of those readers of THE INLAND PRINTER who did not participate, a goodly number of the best ads. are reproduced. The names and addresses of the compositors, the numbers of the specimens they submitted, and their selections for first, second and third places are as follows:

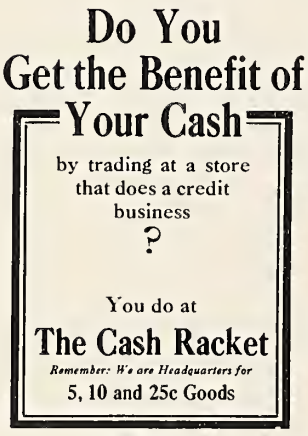
Specimen Nos.				First choice.	Second choice.	Third choice.
	1	2	I. M. Harris, Brooklyn, N. Y.	322	326	232
		3	Frank J. Scott, Pittsburgh, Pa.			
	4	5	M. O. Triplett, Morganza, Pa.	205	49	232
		6	J. Vogeltanz, Oakdale, Conn.	264	78	276
		7	A. Dammeyer, New York city.	274	167	153
		8	Arthur Friskey, Mohawk, Mich.	52	202	49
	9	10	A. Z. Maloney, Mohawk, Mich.	202	323	210
	11	12	Will R. Burge, Cherryvale, Kan.	23	59	76
	13	14	Roy Franklin, Vinita, Okla.	328	52	7
		15	H. A. Miller, Vale, Ore.	237	52	271
		16	John C. Euler, Portland, Ore.	202	328	76
	17	18	L. E. Taylor, Fullerton, Neb.			
		19	Frank V. Taylor, Denver, Colo.	83	303	156
	20	21	Miss Louise Phaneuf, Concord, N. H.	80	104	326
		22	H. K. Bacon, Maricopa, Cal.	322	27	338
23	24	25	R. M. Coffelt, Junction City, Kan.	274	298	202
	26	27	J. Walter Fies, West Philadelphia, Pa.	52	202	306
		28	Charles B. Waddell, Grand Rapids, Mich.	202	201	76
	29	30	Ebenezer Reid, Grafton, Pa.	180	21	151
		31	Thomas V. McGowan, Grand Island, Neb.	166	205	59
	32	33	W. G. Cramer, Burgettstown, Pa.	133	30	204
		34	Forest J. Chamberlain, Tipton, Iowa	39	167	4
		35	John E. Thompson, Junction City, Kan.	23	202	76
		36	Paul G. Burns, Springfield, Ill.	206	94	227
		37	Edw. E. Bailey, Centre Hall, Pa.	328	58	59
38	39	40	C. E. Syler, Vandalia, Mo.	292	59	234
		41	William W. Fleischman, Frederick, Md.	7	325	229
	42	43	Otto A. Olson, Fergus Falls, Minn.	328	292	268
	44	45	William J. Miller, Jamestown, N. D.	234	154	306
		46	R. Rilie Morgan, Great Falls, Mont.	7	239	59
		47	Dugal C. Mason, Greenville, Tex.	23	202	96
		48	H. P. Jones, Greenville, Tex.	252	67	249
	49	120	Harvey L. Blomquist, Great Falls, Mont.	205	170	239
	50	51	Vernon Burger, Nevada, Iowa.			
	52	59	Frank H. Parrish, Great Falls, Mont.	209	170	49
		53	Frank J. Kinnure, Auburn, Ind.	286	149	263
		54	George R. Iles, Rahway, N. J.			
		55	Albert G. Ernst, Buffalo, N. Y.	52	49	209
56	57	58	Michael J. Sullivan, Troy, N. Y.	114	120	194
		60	Mrs. Ethlyn L. Aldrich, Franklin, Mass.			
		61	Theodore Moeller, New York city.	314	52	328
62	63	64	65	A. H. Gould, Twin Falls, Idaho.	52	187	7
		66	E. A. Dekinder, Chickasha, Okla.	80	128	157
		67	W. F. King, Watts, Cal.	167	52	187
		68	William H. J. Steiner, Estherville, Iowa	59	16	250
	69	70	P. H. Lorentz, Buckhannon, W. Va.	326	203	133
		71	J. A. Robinson, Moncton, N. B., Can.	104	204	20
	72	104	J. E. Erwin, Pittsfield, Mass.	292	328	326
		73	John S. Beck, Rahway, N. J.	62	133	154
		74	W. G. Walford, Edmonton, Alta., Can.	121	83	234
		75	C. J. Morris, Newburgh, N. J.			
		76	Edwin H. Stuart, Pittsburgh, Pa.	151	210	222
		77	Ralph Robertson, Springfield, Mo.	236	128	7
		78	W. A. Cox, Nashville, Tenn.	78	167	179
		79	W. H. Powers, Chicago, Ill.	166	120	52
	80	81	W. A. Bradford, Coffeyville, Kan.	52	78	234
	82	84	Oscar T. Flebbe, Grand Island, Neb.	83	52	205
		83	C. D. Krow, Grand Island, Neb.	76	84	7
		85	T. L. Turner, Martin, Tenn.	287	210	121
		86	T. F. Torres, Sabinal, Tex.	68	53	231
	87	88	B. Franklin, Corpus Christi, Tex.	167	326	239
	89	90	Ogden S. Collins, Rockaway, N. J.	205	62	39
		91	Cyril W. Rogers, Sudbury, Ont., Can.	27	286	306
		92	Charles R. Page, Frostburg, Md.	7	166	52
		93	James F. Anderson, Fremont, Ohio.	205	251	274
		94	Henry J. Kingsbury, Twin Falls, Idaho	187	52	128
		95	J. G. Ventuella, Springfield, Ohio.	249	21	4
	96	97	Albert J. Rishea, Fort William, Ont., Can.	120	115	99
	98	99	Thomas Stone, Fort William, Ont., Can.	96	239	52
		100	Stanley Goodson, Springfield, Mo.			
		101	William N. Steele, Tuskegee Institute, Ala.	331	7	205
	102	103	Stephen Ott, Springfield, Ohio.	298	4	43
		105	Andrew K. Benjamin, Pittsfield, Mass.	232	236	239

Specimen Nos.		First choice.	Second choice.	Third choice.
106	B. F. Harb, Anderson, Ind.	40	167	210
107	Oscar T. Vinson, Frederick, Okla.	83	306	323
108	C. Percy Oliver, Washington, D. C.			
109	C. A. Merrill, Farmington, Me.			
110	C. B. Brewer, Coffeyville, Kan.			
111	Otis Bartholomew, Arnold, Neb.	261	272	169
112	E. A. Webb, Hamburg, Iowa.	166	235	81
113	Carl A. Snowberg, Fergus Falls, Minn.	83	110	203
114 115	Charles V. Nelson, Storm Lake, Iowa	205	167	292
116	Louis V. Harvey, North Adams, Mich.	119	192	31
117 118	H. A. Fleming, Sidney, Iowa.	272	59	20
119	Fred W. Ellis, Sac City, Iowa.	246	82	211
121	Howard C. Hull, Spartenburg, S. C.	52	209	80
122	James B. Sullivan, Washington, D. C.	49	52	17
123	J. A. Smith, Vinita, Okla.	328	129	83
124 125	William F. Dickson, Uvalde, Tex.	7	83	272
126 127	George S. Clark, St. Cloud, Minn.	314	313	309
128 129	Paul Schultz, Anaconda, Mont.	167	10	59
130	Harry O'Brien, Anaconda, Mont.	167	26	83
131	Carl G. Hammer, Bozeman, Mont.	209	59	114
132	A. B. Maxwell, Missoula, Mont.	133	26	167
133 134	Murry W. Tucker, Charlotte, N. C.	139	327	224
135 136	R. F. Randall, Prairie City, Iowa.	292	239	203
137	R. M. Easton, Ottawa, Ont., Can.	80	52	40
138	Fred W. Mader, Audenried, Pa.	249	306	18
139	B. D. Staton, Charlotte, N. C.			
140 141 142	L. E. Dennison, Vancouver, B. C., Can.	7	217	190
143 144	H. W. Buchanan, Camden, N. J.	167	292	261
145	Clifford Anderson, Portland, Ore.	59	217	187
146 147	Ormel A. Cummings, Paris, Ill.	167	179	23
148 149 150	E. J. O'Shea, Holdrege, Neb.	211	131	72
151	William Rankin Hayes, Pittsburgh, Pa.	76	222	210
152	William H. Pfender, Indianapolis, Ind.	166	167	326
153	Morris Reiss, New York city.	7	83	326
154	Raymond Curry, Anderson, Ind.	59	150	166
155 156 157	J. B. Miller, Bucklin, Kan.	52	298	174
158	J. D. Womack, Norman, Okla.	59	120	292
159	Lester L. Wescott, Berkeley, Cal.	78	59	167
160 161	Pryor E. Haynes, Vinita, Okla.			
162	James A. Trenx, Knoxville, Tenn.			
163	Carroll F. Ogden, Los Angeles, Cal.	235	94	205
164	H. L. Locklin, Twin Falls, Idaho.	202	129	149
165	Marshall H. Jones, Philadelphia, Pa.	205	187	167
166 167 291 292	Louis L. Lehr, Pittsburgh, Kan.	202	203	83
168	Oliver James Moore, Washington, D. C.	131	59	155
169 170 171	Al. S. Cain, Provo, Utah.	52		274
172	M. D. Pilkenton, Baker, Ore.	131	59	190
173 174	Eugene F. Crosby, Baker, Ore.	292	203	31
175 176 177 178	Willard T. Johnson, Asotin, Wash.	115	199	128
179 180 181	Ernest E. Adams, Toronto, Ont., Can.	78	52	217
182	Frederick H. Herzberg, Anderson, Ind.	52	237	326
183	H. W. Southworth, Vinita, Okla.	43	31	167
184 185	Charles E. Hoole, Vinita, Okla.	167	326	40
186	Ray A. Thomson, St. Clair, Mich.	268	166	246
187	Ernest Tomowske, Spokane, Wash.	202	321	252
188	Roe E. Lesan, Waukon, Iowa.	52	5	129
189	William J. McDonald, Barre, Vt.	89	4	68
190	Archibald Wells, Newport, Vt.	204	167	59
191	Lee C. Tinkham, Newport, Vt.	167	210	239
192	Leon Charland, Newport, Vt.	209	276	310
193 194	Harry Rogers, Mapleton, Minn.	120	292	167
195	C. E. Gruber, Jr., East Liverpool, Ohio	23	198	309
196 197 198	A. G. Hallett, East Liverpool, Ohio.	167	203	234
199	E. O. Orman, Jackson, Miss.			
200	I. L. Yeagy, Coffeyville, Kan.			
201 202 203 204 205	A. L. Nuhn, Canton, Ohio.	292	115	218
206	W. C. A. Casburn, Toronto, Ont., Can.	167	276	338
207 208	Frank Miley, Stanley, N. D.			
209	Edw. G. Mulvey, Buffalo, N. Y.	78	133	55
210	Lee I. Watt, Pittsburgh, Pa.	222	151	76
211 212	William J. Bowers, Ottawa, Ill.	203	31	167
213	N. A. Welch, Toronto, Ont., Can.			
214 215 216	Arthur J. Schnurr, Walkerton, Ont., Can.	336	206	156
217 218 219	J. H. Groark, Canton, Ohio.	59	203	5
220	Howard M. Shaffer, Moline, Ill.	83	110	23
221	Thomas Carroll, Port Jervis, N. Y.	52	133	78
222	Charles C. Veatch, Pittsburgh, Pa.	210	76	151
223 224	Leo N. Sanford, Stanley, N. D.	232	167	59
225 226 227 228	J. W. Clifford, Adrian, Mich.	37	83	220
229	C. A. Wilhide, Middletown, Md.	41	200	204
230 231	W. E. Hefley, Sac City, Iowa.	83	246	211
232 233 234	W. R. Lightfoot, Canton, Ohio.	133	152	306
235	J. Cecil Miller, Wilmington, Del.	236	40	292
236	Joseph H. Walker, Wilmington, Del.	235	166	184
237	Ben Wiley, Charleston, Ill.	202	313	
238	Samuel S. Thorpe, Medford, Mass.	52	115	49
239 240	Arthur C. Sellers, Salem, Ore.	167	326	27
241	J. Orville Wood, Cleveland, Ohio.	49	52	167
242	W. B. Roberts, Toledo, Ohio.	326	129	9
243	C. E. Holbrook, Boston, Mass.	167	7	202
244	B. R. Goodyer, Montreal, Que., Can.			
245	F. R. West, Rochester, N. Y.	59	167	326
246 247	J. P. Gomes, Jr., Honolulu, Hawaii.			
248	U. V. Dobbs, Deadwood, S. D.	272	16	104
249	Robert Gervey, Dayton, Ohio.	5	52	80
250	W. F. Sargent, Yankton, S. D.	205	39	58
251	M. Guerrero, Honolulu, Hawaii.			
252	W. H. Gibson, San Antonio, Tex.	131	59	205
253 254	D. M. McDaniel, Jackson, Miss.	167	201	202
255	H. G. Fox, Yankton, S. D.	28	202	23
256	Oscar Ailes, Woodbury, N. J.	83	306	19
257	Benjamin B. Osborn, Arlington, N. J.	283	237	182
258	Daniel H. Jones, Punxsutawney, Pa.	260	267	317
259 260	Laird G. Spencer, Punxsutawney, Pa.	120	258	202
261	Dennis A. Brislin, Scranton, Pa.	40	166	184
262 263	Edward J. Robitaille, Manchester, N. H.	323	268	274
264 265 266 267	Edward C. Sterry, Kamloops, B. C., Can.	203	292	52
268 280	Guy H. Perring, Kansas City, Mo.	205	322	55
269	J. W. Archibald, Salem, Ohio.			
270	B. F. Coughenour, Latrobe, Pa.	52	4	211
271 272	G. E. Thornton, Des Moines, Iowa.	49	202	287
273	E. C. Daniel, Del Rio, Tex.	128	49	120
274	Carl J. H. Anderson, Jacksonville, Fla.			
275	John J. Reeder, Jacksonville, Fla.			
276	George R. Grady, Worcester, Mass.	249	322	323
277 278	Clarence L. Blakey, Manchester, N. H.	49	205	239
279	Andrew J. Arntson, Great Falls, Mont.	211	202	231
281	Frank P. Hall, Westfield, N. Y.	52	209	292
282	George C. Funke, Westfield, N. Y.	209	211	292
283	Ernest Hunter, Arlington, N. J.	257	237	182
284	Frank L. Palmer, Binghamton, N. Y.			
285	H. J. Cornell, Flushing, N. Y.	249	197	237
286	Charles E. Mattocks, Troy, Ohio.	167	128	209
287 288	Dot Martin, Eagl Pass, Tex.	292	5	52
289	Clarence H. St. John, Berrien Springs, Mich.	237	256	202
290	Charles Soderman, Ishpeming, Mich.	263	81	211
293 294	*T. J. Jude, Racine, Wis.			
295	Jack Miles, Pueblo, Colo.			
296	J. Edward McConnell, Patton, Pa.			
297	W. J. Nottage, Hillsboro, Ore.			
298	W. H. McKnight, Pueblo, Colo.			
299 300	Richard H. Poore, Paducah, Ky.			
301	No name			
302	Augustine A. Reilly, Hoosick Falls, N. Y.			
303	Ray d'Autremont, Great Falls, Mont.			
304	George A. Burke, Hoosick Falls, N. Y.			

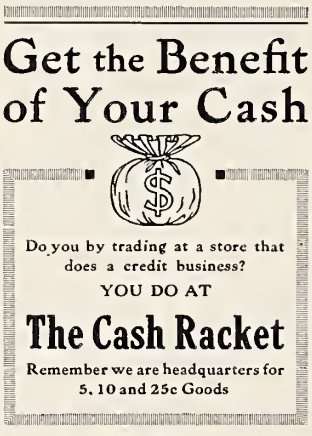
* The remainder of the contestants failed to receive sets of the specimens, and consequently could not vote.

Specimen Nos.				First choice.	Second choice.	Third choice.
			305 L. M. Christy, Larned, Kan.....			
			306 Frank G. Fellinger, Dunkirk, N. Y.			
			307 F. A. Kear, Mitchell, S. D.....			
			308 Thomas Wade, Cowansville, Que., Can.			
309	310	311	William H. Trimmer, York, Pa.....			
312	313	314	Theodore Backen, Brooklyn, N. Y..			
		315	316 C. T. Smith, Carlisle, Pa.....			
			317 Harry Haine, North Cambridge, Mass.			
		318	319 Chester Woods, Higginsvilie, Mo....			
			320 E. Schiele, Cincinnati, Ohio.....			
			321 E. R. Stephens, Hoosick Falls, N. Y.			
322	323	324	325 Will J. Gilbert, Brooklyn, N. Y....			
326	327	328	329 Dave Silve, Brooklyn, N. Y.....			
			330 Norris Diehl, Carlisle, Pa.....			
			331 N. G. Anderson, Perth, Ont., Can..			
			332 H. L. Heppe, Hartford, Conn.....			
			333 James Crabtree, Bridgeport, Conn..			
			334 William Davis, Bridgeport, Conn...			
		335	336 Walter H. Levasseur, Bridgeport, Conn.			
			337 Frank Russell, Bridgeport, Conn....			
			338 Frederick E. Buker, Brooklyn, N. Y.			

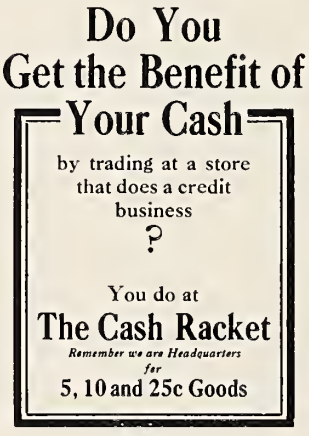
Specimen Nos.			Points.
1	52	Frank H. Parrish, Great Falls, Mont.....	69
2	167	Louis L. Lehr, Pittsburgh, Kan.....	67
3	59	Frank H. Parrish (same as No. 52).....	40
4	202	A. L. Nuhn, Canton, Ohio.....	40
5	83	C. D. Krow, Grand Island, Neb.....	34
6	292	Louis L. Lehr (same as No. 167).....	33
7	205	A. L. Nuhn (same as No. 202).....	32
8	7	A. Dammeyer, New York city.....	26
9	49	Harvey L. Blomquist, Great Falls, Mont.....	21
10	166	Louis L. Lehr (same as No. 167).....	21
11	326	Dave Silve, Brooklyn, N. Y.....	20
12	203	A. L. Nuhn (same as No. 202).....	18
13	209	Edw. G. Mulvey, Buffalo, N. Y.....	18
14	78	W. A. Cox, Nashville, Tenn.....	17
15	328	Dave Silve (same as No. 326).....	17
16	120	Harvey L. Blomquist (same as No. 49).....	16
17	133	Murry W. Tucker, Charlotte, N. C.....	16
18	23	R. M. Coffelt, Junction City, Kan.....	15
19	76	Edwin H. Stuart, Pittsburgh, Pa.....	13
20	237	Ben Wiley, Charleston, Ill.....	13
21	249	Robert Gervey, Dayton, Ohio.....	13
22	210	Lee I. Watt, Pittsburgh, Pa.....	12
23	211	William J. Bowers, Ottawa, Ill.....	12
24	80	W. A. Bradford, Coffeyville, Kan.....	11
25	128	Paul Schultz, Anaconda, Mont.....	11
26	131	Carl G. Hammer, Bozeman, Mont.....	11



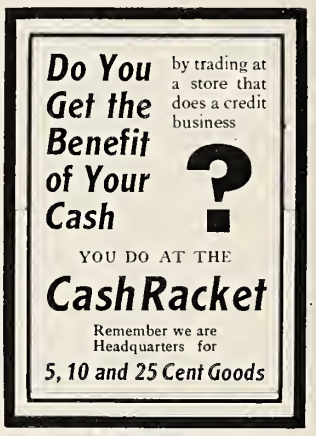
No. 52.
First place.



No. 167.
Second place.



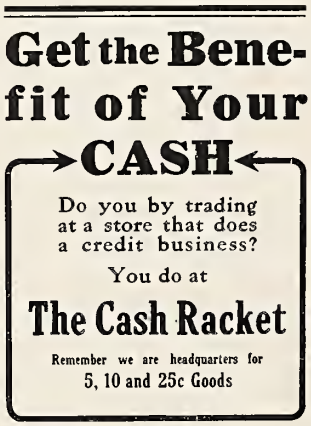
No. 59.
Third place.



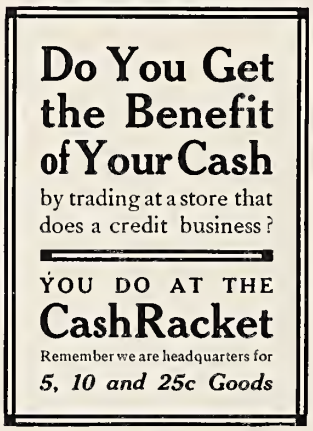
No. 202.
Fourth place.



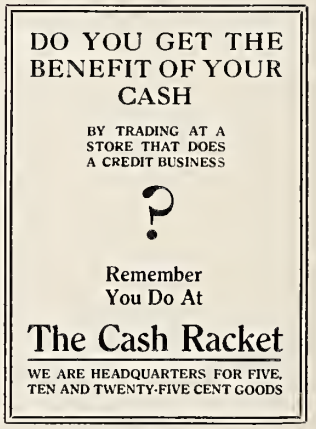
No. 83.
Fifth place.



No. 292.
Sixth place.



No. 205.
Seventh place.



No. 7.
Eighth place.

WINNING ADS. IN THE INLAND PRINTER'S AD.-SETTING CONTEST, No. 33.

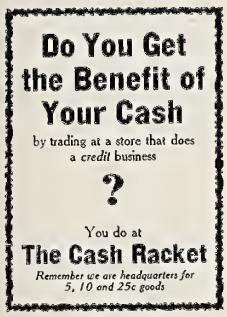
As explained when the contest was announced, the best ads. are determined from the vote of the contestants by a system of points. Three points are awarded each ad. selected for first place, two points for each second selection, and one point for each third selection. A recapitulation of this vote gives the following result:

27	236	Joseph H. Walker, Wilmington, Del.....	11
28	239	Arthur C. Seller, Salem, Ore.....	11
29	40	C. E. Syler, Vandalia, Mo.....	10
30	306	Frank C. Fellinger, Dunkirk, N. Y.....	10
31	322	Will J. Gilbert, Brooklyn, N. Y.....	10

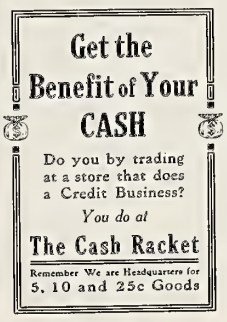
Nine points.— Nos. 115, 187, 272, 274.
Eight points.— Nos. 4, 5, 232, 235.

Seven points.— Nos. 129, 151, 204, 234, 298, 323.
Six points.— Nos. 27, 31, 39, 104, 222, 246, 268, 314.
Five points.— Nos. 62, 206, 217, 276, 286.
Four points.— Nos. 16, 21, 26, 43, 68, 94, 96, 110, 114, 121, 170, 201, 252, 261, 263, 287, 313.
Three points.— Nos. 28, 37, 41, 58, 81, 89, 119, 139, 149, 154, 179, 180, 257, 260, 264, 283, 331.
Two points.— Nos. 10, 20, 30, 53, 55, 67, 84, 150, 152, 156, 182, 184, 190, 197, 198, 199, 200, 231, 251, 256, 258, 267, 303, 309, 321, 325, 327, 338.
One point.— Nos. 9, 17, 18, 19, 72, 99, 153, 155, 157, 169, 174, 194, 218, 220, 224, 227, 229, 250, 271, 310, 317.

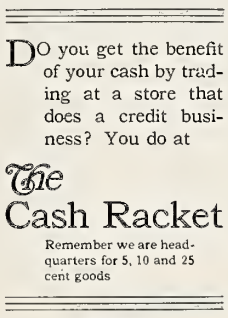
Some of the contestants were inclined to place too strict an interpretation on the rules, and those compositors who took unusual liberties with the copy suffered accordingly. first entry, but his request came too late. As a consequence many compositors voted for one ad. and many others for the other, but none voted for both ads. This would indicate that they were considered to be the same and the two votes should be really added together, making the total points 109. Notwithstanding this handicap, however, No. 52 heads the list. Another interesting feature is that Louis L. Lehr, whose ad. (No. 167) is second in the list, has three separate ads. all well up in the honor roll. This is also true of A. L. Nuhn, who holds fourth, seventh and twelfth places. All three of his ads. are given decidedly different treatment. It is remarkable how many really good arrangements were devised out of this little copy. As one compositor said:



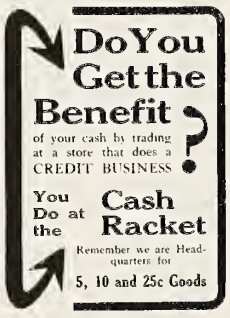
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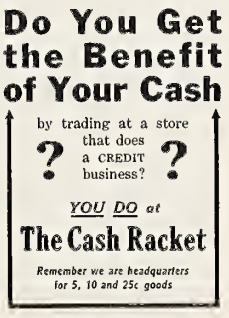
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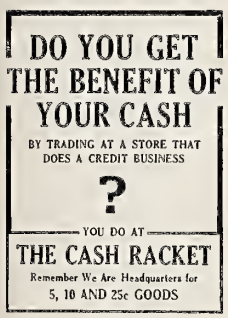
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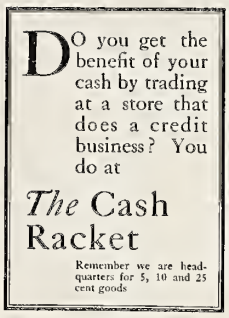
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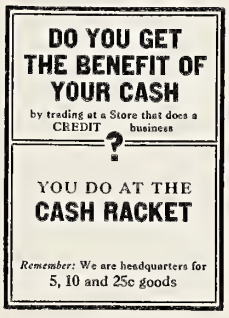
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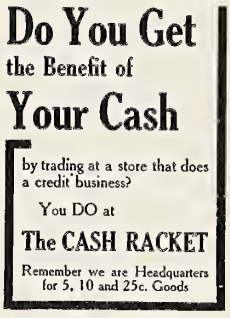
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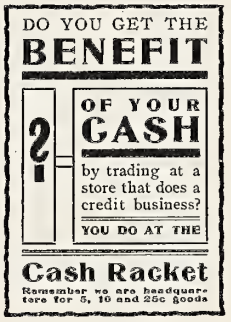
No. 328.



No. 120.



No. 133.



No. 23.

THESE TEN ADS. RECEIVED THE HIGHEST NUMBER OF VOTES NEXT TO THE EIGHT LEADERS.

The rule which raised a question was No. 3: "The compositor is at liberty to change the arrangement of the copy, but must neither add nor omit any portion or words." This rule was not intended to cover punctuation-marks or the abbreviation or spelling out of a word. Such matters are usually left to the judgment of the compositor, and should be in this instance. The rule means that no portion (or phrase), and not even a word, may be omitted. In this contest, as in those preceding, however, the compositors have taken too great liberties with this rule, and have transposed the words in every conceivable way. This has operated against them with the compositors who acted as judges, just as it would operate against them with the advertiser who wrote the copy. By comparing the two leading ads. it will be noted that in No. 167 (as in several others) "Do you" is transposed from the top to the middle of the ad. This was clearly within the rules, but in making such a change in setting a regular ad. the compositor would be taking a chance with the advertiser, and it also operates against him in a measure in these contests, as some contestants refuse to consider ads. which make such radical changes in the copy. Nos. 52 and 59 were set by the same compositor, Frank H. Parrish, of Great Falls, Montana. There is only a very slight difference at the bottom of the ad. and Mr. Parsons intended to withdraw his

"This contest has been a revelation to me. It did not seem possible that the 'junk' used for copy could be so neatly and logically arranged as so many of the contestants have done." Perhaps one of the best letters received was from Arthur C. Seller, of the Salem (Ore.) *Statesman:*

DEAR MR. BYXBEE,— My selections in the recent ad. contest held by THE INLAND PRINTER are as follows: First, No. 167; second, No. 326; third, No. 27. The three, in the order given, with one other, No. 166, seem to me to rank far ahead of the other specimens.

In making my choice, I took largely into consideration the item of cost of composition, as well as typographical attractiveness and advertising value. The average country newspaper, and, in fact, the small daily, must give this item a great deal of consideration. It would hardly be a paying proposition to permit a compositor to consume $2 worth of time preparing an elaborate ad. which in all probability would net the office 50 cents or $1.

Specimen 167 has a "punch," is attractive, and primarily is easily put into type. This ad., together with 166, I consider worthy of any kind of a publication. As both are manifestly the work of one man, and embody the same ideas, I am selecting what I believe to be the better one. No. 326 is even more simple, and while somewhat light for a newspaper ad., I give it second place for its clean-cut attractiveness. No. 27 has many of the virtues of 167 and 326. It is an evenly balanced ad.

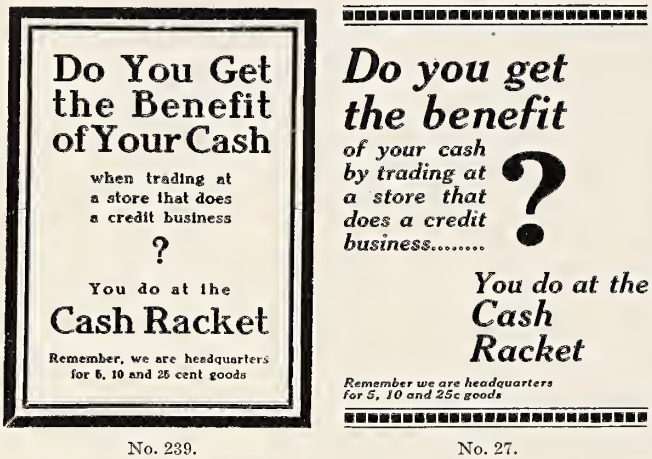
If I were an advertiser or a purchaser of printing I would not hesitate to place my copy in the hands of the compositors who entered the specimens I have selected. I can not say the same for some of the other contestants, however. My experience has been quite wide, but I am free to say that I have never seen so many fearful and wonderful

creations together at any one time. While there are a great many of average specimens among the 338, and a few very neat ones, still I feel that the I. T. U. Course of Printing is sadly needed by some of the contestants.

In conclusion, I have received a great deal of help from this contest. If I enter others (and I hope to) I shall be equipped to make a better showing than I feel that I have in this.

Respectfully yours, ARTHUR C. SELLER.

Mr. Seller set No. 239, which received a small vote probably on account of the border being too heavy. After



No. 239. No. 27.

Mr. Seller's Ad., and the One Mentioned by Him for Third Place.

receiving the set of ads. he must have realized this, as the three ads. he selected, with the exception of No. 167 (which is partly surrounded by a border), have no borders at all. Photographs of the leading contestants are shown herewith, and brief biographical sketches follow:

Frank H. Parrish was born at Woodville, Nova Scotia, in 1882. When he was three years of age his parents moved to Illinois, and in 1900 he entered the office of the *Free Trader and Observer*, at Pontiac, Illinois, where he served his apprenticeship, being employed there about four and a half years. He then took a position with the Pontiac *Daily Leader*, in the job and ad. alley, remaining about four years, when he left to take a like position on the Billings (Mont.) *Daily Gazette*. He left the *Gazette* about two years ago to take a position in the job-room of the Great Falls (Mont.) *Tribune*, where he is at present employed.

Louis L. Lehr was born in Davenport, Iowa, in 1890. About twelve years ago he moved to Pittsburg, Kansas, where he completed his common-school education. In 1907 he entered the employ of the Saunders-Cooke Printing Company as "devil," and from that position has rapidly advanced to the head of the mechanical department. Mr. Lehr is a very studious young man, and attributes his success in the rapid development of his knowledge of the printing art to the I. T. U. Course. Mr. Saunders, one of his employers, writes: "To say he has been a constant reader of THE INLAND PRINTER is unnecessary, as this popular journal is a necessary requisite in the development of any printer capable of getting recognition in its columns."

A. L. Nuhn was born at Buffalo, New York, in 1881, and learned his trade at the Matthews-Northrup Works and the White-Evans-Penfold Company. Later he worked on newspapers and became interested in the Linotype, taking a course at the Mergenthaler factory. Mr. Nuhn is at present employed with the *Twice-a-Month To-day's Magazine*, Canton, Ohio, as assistant foreman.

C. D. Krow was born in Henderson County, Illinois, in 1870. His first position in a print-shop was with the Emerson (Iowa) *Chronicle*, in 1883. He married at Goodland, Kansas, in 1899. For the past two years Mr. Krow has served as ad.-man on the Grand Island (Neb.) *Independent*. Although a constant reader of THE INLAND PRINTER for many years, this is his first effort in the contests.

A. Dammeyer was born in Germany in 1879, but was among the emigrants at Castle Garden three years later, and attended the public schools in New York. At the age of fifteen he was employed in the composing-room of the New York *Herald*, where he served two years, finishing his apprenticeship later in the Davis Union Printery, where he is at present employed as foreman. Mr. Dammeyer attended a school for printing in the days of his apprenticeship, which was conducted exclusively for boys employed in the printing trade, and believes that if boys were urged to take advantage of schools now conducted for their benefit it would bring better compositors into the trade.

Next month Contest No. 34 will be announced.

Newspaper and Ad. Criticisms Deferred.

On account of the large amount of space devoted to the result of the last ad.-setting contest, newspaper and ad. criticisms and other matters will be deferred until the June issue.



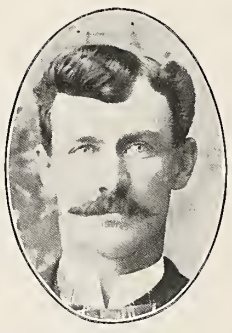
FRANK H. PARRISH,
Great Falls, Montana.
First place.
Third place.



LOUIS L. LEHR,
Pittsburg, Kansas.
Second place.
Sixth place.



A. L. NUHN,
Canton, Ohio.
Fourth place.
Seventh place.



C. D. KROW,
Grand Island, Nebraska.
Fifth place.



A. DAMMEYER,
New York city.
Eighth place.

SUCCESSFUL CONTESTANTS IN THE INLAND PRINTER'S AD.-SETTING CONTEST, No. 33.

CONTRITE COMPOSITOR'S CONSCIENCE.

All things considered, petty thieving is a rare occurrence in printing-offices. This is the story of a man who is an exception to the rule, but who came back. W. E. Payton, of the Peabody (Kan.) *Herald*, recently received the following self-explaining letter:

You will probably remember that I worked for you as printer on the Florence *Bulletin* five years ago and when I quit and left I took with me ten of your brass column rules. I sold them in Wichita for old brass. In that act I was a thief, but I have now been converted and I hereby confess the crime to you. I am willing to pay the penalty if you want to prosecute me. I want to clear my conscience of the crime and make it right as far as it is in my power, so I send you with this, a draft for $6. I think the rules cost 60 cents each. I ask your forgiveness for the crime and sin.

HIS APPRECIATION.

Wife — "How does my new spring hat look, Tom?"

Hub — "Um! It looks to me like two weeks' salary." — *Boston Transcript.*

Meetings

Scheduled Cost Congresses and Conventions.

Printers' Cost Congress of the Southeastern States — Nashville, Tennessee, May 14-16.

New England Typographical Union — Annual meeting, Providence, Rhode Island, second Monday in June.

International Brotherhood of Bookbinders — Biennial convention, Detroit, Michigan, June 10-16.

International Association of Photoengravers — Annual convention, Boston, Massachusetts, June 10-12.

International Printing Pressmen and Assistants' Union — Annual convention, Pressmen's Home, Rogersville, Tennessee, June 17-23.

Ben Franklin Club of America — Annual convention, Cleveland, Ohio, June 20-22.

National Press Association of America — Hotel Sherman, Chicago, June 24-26. W. F. Parrott, secretary, Waterloo, Iowa.

Indiana State Conference of Typographical Unions — Semiannual meeting, Muncie, Indiana, July 21.

International Typographical Union — Annual convention, Cleveland, Ohio, August 12-17.

International Photoengravers' Union — Annual convention, Denver, Colorado, August 19-24.

United Typothetæ of America — Date and place for annual convention not announced.

Northwestern Typographical Conferenee [Typographical Union] — Meetings held in January. Philo Howard, secretary-treasurer, Box 116, Seattle, Washington.

Printers' League of America — Pending developments toward the formation of one national body throughout the country, this organization is practically in *statu quo*, with no definite date for meeting. The New York branch meets the first Wednesday of each third month, with an annual meeting in November; the Executive Committee meets the first Friday of each month, and the Joint Conference Committee (which adjudicates all disputes between employers and employees) meets on the third Friday.

Illinois Falls in Line.

May 10 and 11 are the dates selected for the First Illinois Printers' Cost Congress, to be held at the Jefferson Hotel, Peoria. Printers throughout the State are enthused over the prospect of a "get-together," and the committee in charge of the program, composed of E. C. Finch, of Aurora (chairman), E. J. Smith, of Peoria, treasurer, and Henry Allen, of Chicago, secretary, is in receipt of letters from printers in all parts of Illinois pledging support to the meeting, and declaring that the congress will mark the beginning of new movement for genuine cooperation among employing printers of the State.

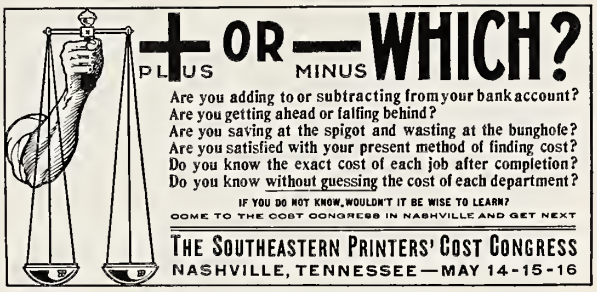
South Chicago.

Advertising a meeting which was held on April 16 at the South Chicago Hotel, the Calumet Ben Franklin Club, of South Chicago, issued a booklet entitled "Two Ways of Making Money Out of the Printing Business." Under the heading "One Way," the following advice is given the purchaser of printing, as a suggestion to nonmembers of the club: "Nexd you make up your mind you need a lot uf printing und get prices from aboud one dozen difference printers, but be shure dot dese printers ain't nod afficshent yet mid der Ben Franklin moofments, begause den dey exsphect you to pay dem a profit on der work." The "Other Way" was to accept the following invitation: "If you want to make real money out of the printing business — come to this meeting and help yourself — it's yours without the asking." The meeting is reported to have been a splendid success.

The Southeastern Cost Congress.

The Southeastern Printers' Cost Congress, which will be held in Nashville, May 14 to 16, inclusive, will bring together the greatest body of employing printers ever assembled in the South. Extensive arrangements are being made by the Nashville printers to facilitate the work of the association, and only one night (May 14) will be devoted to entertainment. It is to be a gathering for work, and the problems which are confronting the printing industry, not only in the Southeastern States, but in every other section of the United States, will be thoroughly sifted and discussed.

At the first meeting of this association, held in Atlanta in April, 1911, the foundation was laid for a great work in



An "Arouser" from Nashville.

education and cooperation, and the benefits that were obtained as a result of that meeting have been so convincing and widespread that the Nashville meeting is assured of a very large attendance.

According to the official program many good things are in store for those printers who will be so fortunate as to be in attendance. Among the speakers listed are Mayor E. P. Stahlman, of Nashville; William Pfaff, New Orleans; Mrs. A. J. Harmon, Leavenworth, Kan.; W. O. Foote, Atlanta, Ga.; H. Vaisburg, Savannah, Ga.; E. Lawrence Fell, Philadelphia; Harvey Mills, Griffin, Ga.; G. L. Hardick, Dalton, Ga.; R. Lee Sharpe, Carrollton, Ga.; A. M. Glossbrenner, Indianapolis, Ind.; M. E. Burke, Norfolk, Va.; S. A. Kysor, Atlanta, Ga.; and John J. Miller, Chicago.

The congress will be called to order by R. P. Purse. Governor Hooper will deliver the address of welcome, and the response will be made by George F. Milton, of Chattanooga.

Georgia Cost Congress at Macon.

In the neighborhood of one hundred delegates attended the congress at Macon on March 25 and 26. With the exception of the addresses of welcome and participation in an old-fashioned barbecue, both days were devoted to business.

W. O. Foote, of Atlanta, spoke on cost systems in such a manner as to evoke general discussion. W. H. Cogswell, of Charlestown, South Carolina, dilated on the benefit the cost system had been to his house. C. P. Byrd and W. P. Howard, of Atlanta; W. E. Van Houten, of Macon; D. A. Byck, W. R. Bean, H. Valsburg and J. A. Hutton, of Savannah; J. A. Davis, of Albany, and F. W. Heath, secretary, of the United Typothetæ of America, were among those who spoke. Mr. Heath lauded his organization so successfully that the Committee on Constitution reported a plan to form a State Typothetæ to meet yearly. This was approved, and the following officers elected: President, E. W. Burke, of Macon; vice-presidents, J. A. Davis, Albany; Clifford Grubbs, Sylvester; J. E. Mercer,



Convention Committee of the First Annual Convention and Cost Congress of the Ben Franklin Club of America, at Cleveland, June 20-22, 1912, and Officers of the Ben Franklin Club of Cleveland.

Fitzgerald; D. W. McGregor, Athens; David Osborne, Chartersville; secretary-treasurer, W. E. Van Houten, Macon. These gentlemen compose the Executive Committee, which will select the time and place for the next meeting.

"Biggest and Best"—Bar None.

June 20, 21 and 22 are the dates set for the first annual convention and cost congress of the Ben Franklin Club of America, which will be held at Cleveland. The general chairman of arrangements is Charles U. Davis, of Davis & Cannon. His colleagues on the general committee are: M. M. Daniels, of the American Type Founders Company, chairman of exhibits; Charles P. Carl, of the J. B. Savage Company, chairman of halls, hotels and railroads; Frank H. Clark, of the Eclipse Electrotype & Engraving Company, chairman of publicity and program; George H. Jackman, of the Electric Press, chairman of entertainment and reception. The slogan for this convention is: "Biggest and Best—Bar None."

Secretary Charles F. McElroy, of the Cleveland Ben Franklin Club, writes that "the first convention of the Ben Franklin Club of America in the sixth city of the United States, under the auspices of the *livest* printers' organization in the world, promises to be a hummer from every point of view."

First Michigan Cost Congress.

On the afternoon of April 11 the printers of the Wolverine State got acquainted with each other in the Hotel Cadillac lobby, and before the congress adjourned on April 13, four hundred were in attendance. The papermen tendered the visitors a buffet luncheon and smoker the first day, after which the congress got down to business.

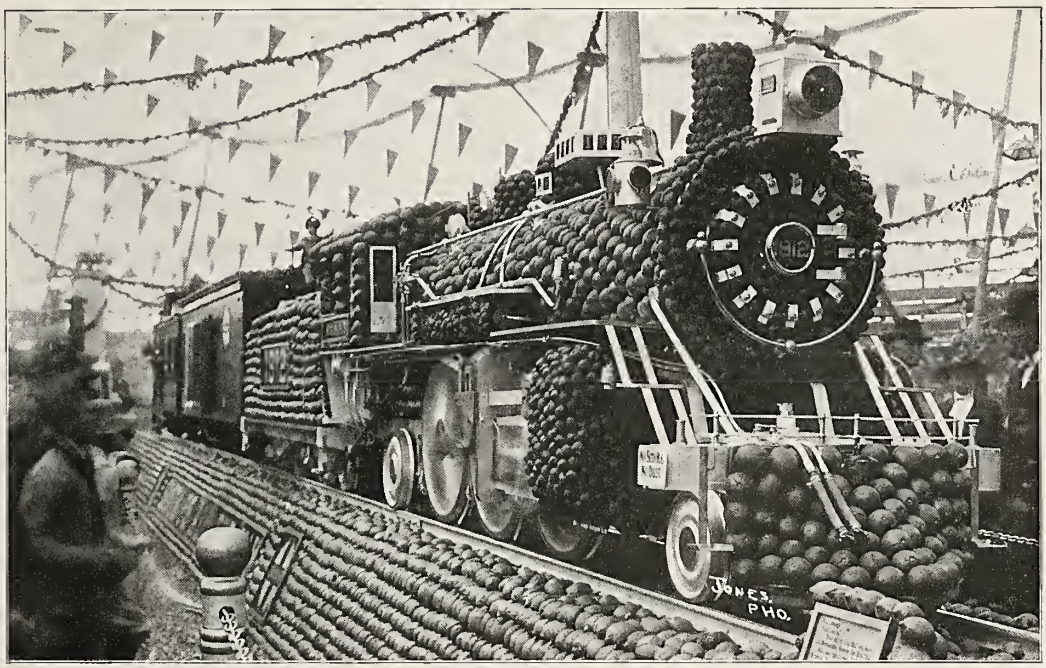
The principal speakers were W. J. Hartman, H. W. Flagg, John J. Miller, "Gene" Turner and Henry Allen, secretary of the National Ben Franklin Club of Chicago; E. Ralph Estep, R. S. Radcliffe, Joseph Meadon, Edward N. Hines, of Detroit; Fred W. Gage, of Battle Creek; Louis C. Cramton, of Lapeer; R. A. Moote, of Jackson, and R. T. Porte, of THE INLAND PRINTER.

The congress adopted a constitution, which provides for a permanent organization to continue throughout the year a campaign of education, with the following governing body: President, George Harland, Detroit; first vice-president, J. B. Rieg, Kalamazoo; second vice-president, Fred W. Gage, Battle Creek; secretary, J. S. McMillan, Monroe; treasurer, Edwin C. Peters, Saginaw; Alletz K. Tyson, Grand Rapids; H. A. Dixon, Port Huron; R. A. Moote, Jackson; R. L. Ripley, Lansing; John Gregory, Bay City; Perry F. Powers, Cadillac, Patrick O'Brien, Iron River.

The Michigan Printers' Cost Commission is the name selected, and the next congress will be held at Kalamazoo on April 17-19, 1913.

LOCOMOTIVE MADE OF FRUIT.

Exhibit in the feature class at the Second National Orange Show at San Bernardino, California, February 19 to 24, 1912. Entered by the Santa Fe railroad, and built in their shops in this city. The train is complete in every way, and is an exact miniature reproduction of the company's standard trains which haul the golden California fruit to the eastern markets. The train-crew is represented by wax figures, properly uniformed, each member of the crew at his post, and even the proverbial "hobo" is cozily ensconced on the truss rods of the refrigerator car.



A LOCOMOTIVE MADE OF FRUIT.

The engine is covered with oranges and grape fruit, the refrigerator is filled with miniature boxes of oranges, and the track is ballasted with lemons. The train occupies a space about 12 by 50 feet, and was viewed by more than fifty thousand people.

The Santa Fe offered a cash sum of money to any one who would find any part of the standard equipment missing, and no one claimed the money, though thousands of railroad men from the Southwest saw the exhibit.

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Roller Composition for Stamps?

(1170) "I am using a few rubber dies, but would like to get something of a softer nature if possible. Could I use a similar composition from which printers' rollers are made?"

Answer.— We have no knowledge of any composition similar to that used for printers' rollers being made into stamps, although we believe it could be adapted to that purpose if molded in a suitable manner. As you may know, roller composition is made principally from common glue and molasses, together with a few other ingredients, such as glycerin and liquid rubber. However, as the major part of the compound is glue, its body may be made more or less firm in proportion to the amount used. Also, this glue compound may be made insoluble in water by adding a ten-per-cent solution of bichromate potash and exposing the resultant mixture to light. If you desire to experiment with roller composition for any purpose, we will be pleased to furnish you formulæ and other details.

Imitation Water-marks.

(1171) "Can you tell me if there is any method or chemical I can use to print unwater-marked flat writing-paper and make the printing appear as a water-mark when held to the light? It must show faint when laid flat on the desk but not suggest printing. I have tried butter and varnish. Butter runs and blurs, and varnish shows too strong on the back. Can you offer any suggestion?"

Answer.— One of our staff has made several experiments in water-marking, and has been able to produce a fair imitation by locking up a metal-mounted zinc etching of a design that carries about the same weight of character surface as appears on the letter-head water-marking of your own paper. The etching was locked up in a platen press, on which only one sheet of tympan of heavy manila was used. On this was pasted a piece of stencil brass. The stock was wet before feeding in, and when it was given sufficient pressure the result was quite similar to ordinary water-marking, but naturally showed the effects of the pressure. We believe this method will give you the desired results, but the great objection to its adoption is the difficulty of drying the stock flat. An experiment was also made with C. P. zinc chlorid for the purpose of making the stock more translucent where the design appears, but the results were not satisfactory. Perhaps you can improve on the suggestions we offer.

Dick's Mailer.

(1172) "We would appreciate it if you could give us the address of the party who manufactures a mailing device known as Dick's Mailer."

Answer.— Rev. Robert Dick Estate, 139 West Tupper street, Buffalo, New York.

Printers' Furniture, Cabinets, Etc.

(1173) "Kindly give me the names of manufacturers of printers' furniture, cabinets, cases, etc."

Answer.— Hamilton Manufacturing Company, Two Rivers, Wisconsin, and the Keystone Type Foundry, Philadelphia, Pennsylvania.

Typewriter with Linotype Keyboard.

(1174) "A few months ago I saw an advertisement in THE INLAND PRINTER regarding a typewriter with keyboard the same as that of a Standard or Junior Linotype keyboard. Will you kindly refresh my memory as to the name of the company referred to?"

Answer.— Buckner Lino-Typewriter Company, 1423 Grove street, Berkeley, California.

Plate-printing and Letterpress Printing.

(1175) "To settle a controversy kindly answer the following questions: (1) What is letterpress printing? (2) What is plate-printing? (3) If there are three or four half-tone cuts in a sixteen-page book-form of type, would it be plate or letterpress printing? (4) If there are thirteen or fourteen half-tone cuts in a sixteen-page book-form of type, would it be plate or letterpress printing? (5) In a sixteen-page form of full-page half-tones, with one or two lines of inscription under each cut, would that be plate or letterpress printing? (6) Where do you draw the line between plate and letterpress work? (7) What would other cuts (zinc etchings, woodcuts, etc.) be called — letterpress or plate printing? (8) Some years ago composition or typesetting was mostly piece work. Can you give me a plain understanding of what is meant by: (*a*) Figure work; (*b*) rule and figure work? (9) A title-page without border is plain composition. If that same page had a rule around it, would it then be single price, price-and-a-half, or double-price typesetting? (10) A letter-head with the name of firm, etc., in the center, and list of officers and directors on either side — making three columns — would that be price-and-a-half typesetting? (11) Where can I get any literature on the subject to show what is single-price, price-and-a-half, and double-price typesetting?"

Answer.—(1) Letterpress printing is printing direct from type or plates (half-tone and line engravings or electros), or from both, as distinguished from lithographic work and steel and copper plate printing. (2) The term "plate-printing" is applied to the description of printing formerly called copperplate printing, the name having been changed in consequence of the general substitution of steel for copper plates. Questions 3, 4, 5, 6 and 7 are disposed of in the answers to questions 1 and 2. (8) "Figure work" relates to tables without rules. "Rule and figure work" relates to tables with rules. (9) A page enclosed by any kind of a border was generally measured price and a half

in the days of piece work. (10) A letter-head measured piece work would undoubtedly come under the same rules as governed the setting of advertisements years ago on the piece system — the whole to be measured nonpareil, with no extra price for the cutting up of matter into groups or columns, and price and a half to be charged if enclosed with a rule or other border. (11) Write to J. W. Hays, secretary-treasurer of the International Typographical Union, Newton Claypool building, Indianapolis, Indiana, or to secretaries of local unions, whose names and addresses will be found in the *Typographical Journal.*

A Question of Patent Rights.

(1176) "I am sending you sheet, with the part marked, over which there has arisen a question of patent rights. In my opinion the patent refers to the covers only, and not to the printed sheets which they enclose; but the bank is of the opinion that the patent applies to both checks and covers. Which is right? I can not see where the patent rights could include the printed sheet, when the bank supplied the copy to the makers of the books; and if a copyright were granted, the bank would be the proper party to have secured it, in order to protect its checks, if they had thought it worth while. This is not the first time that this bluff has been worked on home printers. I would thank you for an expression of opinion on the matter."

Answer.— The patent applies to the covers — not to the checks themselves — in our opinion. Recent decisions by the Supreme Court on the scope of patents give a wide range of rights to patentees. It is not at all probable, however, that any action for infringement could be instituted regarding the checks as such, but if the checks were made for use in a patented binder or other device there might possibly be grounds for action in infringement, depending on the claims allowed in the patent. There has been much divergent opinion on the recent ruling of the Supreme Court, which was not unanimous, and a discussion of the subject may be helpful. We will be glad to hear from printers and patentees on the matter.

Lead-pencils for Advertising Purposes.

(1177) "Kindly give me names of firms from whom I can purchase lead-pencils suitable for printing advertising matter on."

Answer.— Joseph Dixon Crucible Company, Monadnock building, Chicago, Ill.; Pencil Sales Company, Coal and Iron Exchange, Buffalo, N. Y.; Blanchard Brothers, Davenport, Iowa; Eberhard Faber, Brooklyn, N. Y., and D. C. Adams, 111 South Second street, St. Louis, Mo.

The Juengst.

(1178) "In the July (1910) issue of THE INLAND PRINTER you advertised a machine capable of gathering, collating, jogging, stitching and covering magazines, pamphlets, catalogues, etc. The advertisement stated that you would send descriptive circular upon application. We would be pleased to receive this descriptive circular giving full particulars, possibilities, and purchase price of the machine, etc."

Answer.— The machine referred to is manufactured by George Juengst & Son, Croton Falls, New York. The Juengst company, and not THE INLAND PRINTER, offered to send descriptive matter. Write direct to the manufacturers.

Touch System on the Linotype.

(1179) "I have often heard, in an indirect way, of a touch system on the linotype. I would appreciate it very much if you would inform me if there is such a system, and direct me where I could obtain a book of instruction."

Answer.— This subject is comprehensively treated in a book entitled "Correct Keyboard Fingering," by John S. Thompson. Price, 50 cents. The Inland Printer Company, publisher.

Quick-drying Varnish for Printed Designs.

(1180) "I am seeking a cheap quick-drying varnish or protective finish for printed designs from roller intaglio work, to prevent rubbing or smudging. I propose to blow or spray it on. What I desire is a cheap, quick drier that will protect the printing while it is pasted and rubbed down on to box cover. If you know of anything that will answer the purpose it will help me greatly."

Answer.— If you desire to spray it on, you can secure from a dealer in art goods in your city a fixative and an atomizer for this purpose. The fixative is a resinous gum dissolved in ether, or possibly benzin, and is sprayed with the atomizer. This can be tried out before you attempt any expensive experiment. If this does not give you the desired results, you probably can have the work varnished in a finishing house. Send us a sample and state explicitly how far it may be treated with a coating, and we will ascertain the cost per thousand for varnishing.

Formula for Adhesive Compound.

(1181) "Please be kind enough to give us a formula for making an adhesive compound, such as is used on the government postage stamps. We would like the recipe to be for small quantities (one-half and one pint)."

Answer.— The following is said to be similar to the kind used on postage stamps: Gum dextrin, 2 parts; water, 5 parts; acetic acid, 1 part. Dissolve by heat in a water bath and add 1 part alcohol. Keep in a cool place in a stoppered can.

"Plate Makers Criterion."

(1182) "Will you kindly give, in the Question department of THE INLAND PRINTER, the name of the firm publishing the *Plate Makers Criterion?*"

Answer.— It is the house organ of the Ostrander-Seymour Company, 7 South Dearborn street, Chicago.

Reversible Type.

(1183) "Will you please inform the writer, who is a reader of your valuable paper, where the reversible type can be purchased?"

Answer.—American Type Founders Company, Jersey City, New Jersey.

Enamel Letters for Window Signs.

(1184) "Will you kindly give us the name of any firms in your city from whom we can purchase enamel letters for window signs?"

Answer.— Enamel letters are manufactured by the Zero Marx Sign Works, 215 West Superior street, Chicago.

Cloth Printing — Dieing Labels.

Henry Drouet, sales agent of the New Era Press, Marbridge building, New York, writes THE INLAND PRINTER, in answer to questions 1156 and 1159, April issue: "I believe these people might be interested in the New Era press. One is an inquiry for cloth printing and the other for dieing labels; both of which we are doing very successfully on the New Era Press." The Kidder Press Company, New York, has also written, relative to question 1156: "We are manufacturers of several styles of presses adapted for printing on cloth-bag stock, and would be pleased to give the inquirer full information concerning them."



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Solicitor and Estimator.

(1256) Scotsman, thirty-four years of age, three years in Canada, desires position as solicitor in first-class printing or lithographing office. Can estimate on all kinds of printing, ruling, bookbinding and lithographic work. Sixteen years' experience. Best references.

Photolithographic Plant.

(1257) Fully equipped photolithographic plant for making process plates for the offset press, for sale. This plant in the hands of progressive men can be made to produce good returns on their money, in a locality where offset presses are in use.

Partner Wanted.

(1258) A good job-man with $1,000 or more is wanted in splendid, thriving town in Colorado.

Job-printer.

(1259) First-class job-printer is wanted by a good daily paper in one of the most progressive towns in Illinois. Must be steady, sober and reliable. Good opportunity.

Weekly Newspaper for Sale.

(1260) Splendid opportunity is offered a progressive party desiring to purchase a good weekly paper in the Canadian Northwest. Present circulation is 350, but could be doubled in three or four months if managed properly. A monthly income of $300 is assured. Present proprietor will sell for $1,100; $500 down and the balance on easy terms. Type is all new and good.

Purchaser for Newspaper Properties.

(1261) Inquiry has been made for information concerning newspaper properties for sale, towns wanting a new paper, etc.; prefers county seat, but any town of 3,500 or 5,000 population would be suitable. Further details gladly furnished on request.

Foreman of Daily Newspaper.

(1263) Thorough newspaper printer, A1 make-up and ad.-man, several years' experience in newspaper and job printing, desires position as foreman of a daily in some growing town, preferably in one of the Pacific Coast or mountain States. Married; steady, energetic; twenty-seven years of age. Has held several responsible foremanships. Union.

All-around Printer — Knows Several Languages.

(1262) Compositor, twenty-eight years old, union, fourteen years' experience in the book and job branch as all-around jobber, stone-hand and make-up; knows several languages. Married. Wants steady position any place outside New York. Positively good habits and hustler.

Apprentice of Two Years.

(1264) Apprentice with two years' experience in one of the most reliable print-shops in the Middle West desires to change position to some small town in New York. Eighteen years of age. Change desired on account of parents moving to New York.

Estimator or Superintendent.

(1265) Man with thorough practical knowledge of the printing business, who knows how to run a plant or to figure prices that will get a profit, and keeps in touch with best modern methods and ideas (now employed), expects to make a change soon. Prefers place as estimator with good house in Middle West. Best of references as to both character and qualifications.

Job Compositor.

(1266) Young man (twenty-five years of age), with seven years' experience as compositor, pressman and embosser, and who is at present manager of the mechanical end of a monthly magazine and a weekly newspaper (also booklets), would like a place where the company is not afraid to give an ambitious compositor the proper materials with which to work. Canadian Northwest preferred. Married.

Foreman or Superintendent.

(1267) Practical printer of several years' experience desires position as foreman or superintendent. Thoroughly familiar with costs; good estimator. Practical in all departments; has held executive positions. References first-class in every respect. Good habits. A man that will produce results. Further particulars upon request.

Newspaper for Sale in Town of 3,000.

(1268) Thriving newspaper, valued at $6,000, for sale in town of 3,000, in Washington State. Would be easy to swing control of all shops in the town. Correspondence is urgently requested for further particulars.

All-around Newspaper Man.

(1269) Young man with knowledge of the case, copy-cutting, make-up, machinery, engraving, zinc line and half-tone etching, would like to connect with a small daily newspaper that is desirous of securing the services of such a man. Thoroughly familiar with methods of securing circulation.

Foreman of Pressroom.

(1270) Young man with twelve years' experience as a magazine web and cylinder pressman, would like to take charge of a medium-sized pressroom or a large magazine web of any make — such as new presses leaving the factory. Have made magazine web presswork a specialty for the past six years. At present in charge of a forty-page magazine web — two colors — on large magazine. Twenty-nine years of age; married; good habits. Union.

Machinist-operator.

(1271) Machinist-operator, formerly a hand printer of twenty years' experience, would like a position either in the Eastern States or Canada, where he might increase his

speed on the machine. Has passed examination of Mergenthaler factory as machinist.

Partner Wanted.

(1273) Man owning a $4,000 outfit, including pony cylinder, half superroyal Colt's, 10 by 15 Gordon — everything up to date — and an opening for a splendid business in conjunction with a large wax-paper mill, would like a partner with $4,000 or $5,000 capital. May or may not be practical printer or pressman, as the applicant is. Lots of opportunity on outside or inside. Partner may handle funds. Vermont State.

Linotype Operator.

(1274) Young man who desires to learn the printing business, and who has had three months' experience on linotype, would like to connect with some firm that would allow him the privilege of improvement in exchange for whatever work there is to be done. Opportunity to gain experience the chief essential.

Nebraska Newspaper for Sale.

(1275) A first-class country newspaper for sale in an eastern Nebraska town of 1,200. Only reason for selling is that proprietor desires to change occupation. Standard linotype equipment. A gilt-edged property.

Wants to Invest in Weekly or Job-shop.

(1276) Man forty-five years of age, with thirty years' experience, mostly in newspaper work, has $2,500 in cash to invest in a weekly paper or job-shop worth around $7,500. Shop must be in South or West. Would like partner to attend to editorial and business end while he looks after mechanical department. Member of I. O. O. F. and A. F. & A. M. References.

Linotype Operator Who Can Run Monotype Sort Caster.

(1277) Young man with five years' experience in composition and linotype work would like a position running linotype and tending monotype sort-caster. Twenty-six years of age; single. Averages 3,000 ems an hour on the linotype. Union.

Job Pressman.

(1278) Young man of twenty-four, with seven years' experience, seeks position as job pressman, or would take a position to run cylinder and jobbers together. Willing to go anywhere if salary and hours are reasonable. Union or nonunion.

Printers' Machinist.

(1279) Man of thirty-five years of age, twenty-two years' experience as machinist, with six years as foreman, would like position as master-mechanic in printing establishment. Familiar with steam engines of automatic machinery; capable draftsman, and can calculate speeds of other engineering formulæ. Able to take hold of parts from start to finish at machine fitting or erecting.

Publishing-house Executive.

(1280) Eighteen years' experience in the trade-periodical and technical-book publishing business — eight years with one house, ten with another — qualifies this party to claim competency in all branches of this work. He possesses a thorough knowledge of office routine and system, has been office manager, accustomed to making paper, printing and binding contracts; knows how to keep work moving at various points to get uniform results; good knowledge of the typography of advertisements. Investigation invited.

PRESSMEN'S TECHNICAL TRADE SCHOOL.

Herewith we give an illustration showing the school building on the "Home grounds" of the International Printing Pressmen's and Assistants' Union. The site consists of 519 acres, and is pleasantly located in a region having a reputation as a health resort. It is at an elevation of about two thousand feet above the sea-level, and about thirty miles distant from Asheville, North Carolina. The building shown in the illustration is a modern structure, and forty-four windows on each floor afford ample light and air. Offset, two-revolution, flat-bed cylinder and platen presses, with accessories, all of the latest patterns, are among the equipment of the school. An elastic course of instruction has been adopted, the student's knowledge, experience and desires being the basis of the information



School Building of International Printing Pressmen's Union, at Rogersville, Tennessee.

imparted. The teaching force will keep abreast of the times and explain all the newest time-saving wrinkles.

Students will board at the near-by Pressmen's Home. It is said that the table board is of the very best, as the Home owns and operates a farm that supplies all the edibles dear to the heart of the Southern trencherman, and we are told the social atmosphere also is of the best, as true Southern cordiality and hospitality abound. The price of upkeep at the Home is $5 a week, which includes laundry.

The school is under the immediate direction of the Technical Trade School Commission of the union, which is composed of William J. Geary and Frank Dermody, of Chicago; Harry V. Dill, of Cincinnati; and these members of the official family: President Berry, Secretary-Treasurer Orr, and Mr. Miller, editor of the *American Pressman*, all of whom now reside at the home. Eugene St. John, the well-known technical writer, formerly of THE INLAND PRINTER staff, is instructor, and Thomas J. Seiler is mechanical manager. The tuition fees are very moderate, a six-weeks' course at the school costing $30, while a three-months' correspondence course costs $5. A year's correspondence instruction is sold for $15.

THE man who wrote "Anticipation is better than realization," must have just gotten back from his vacation.— *Ex.*

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Saskatchewan May Have Printing Bureau.

Speaking for the Government, acting Premier Calder stated in the legislature recently that the cabinet was considering the advisability of establishing a public printing bureau. The provincial printing last year amounted to $100,000.

Blaming the Printer.

It appears that there was delay in delivering the official ballots for the March primary in New York State. The board of elections has decided to call on the printers for an explanation, though in making the announcement a member of the board said the delay was caused mainly by tardy court decisions and secondarily by the printer.

A Thrifty Printer.

When the affairs of Willard A. Plaz, a printer on the Pittsfield (Mass.) *Journal*, were looked up it was found he was worth $25,000. Deceased was forty-six years of age, and had worked for the Pittsfield *Journal* twenty-two years. He was unmarried and left no relatives in this country, and his estate will probably go to cousins in Germany, whom he had never seen.

Frank O. Sullivan Joins "Newspaperdom."

Frank O. Sullivan has acquired an interest in *Newspaperdom*, and on April 1 associated himself with that remarkable "Brickbat and Bouquet" publication. For five years Mr. Sullivan was identified with the Oswald Publishing Company, publishers of the *American Printer*, and for the past fourteen months has had charge of the advertising for the *Publishers' Guide* and *Paper*.

An Enterprising European Printer Visits Us.

Polgar Jeno, manager of Patria Printing House Company, of Budapest, and one of the most assiduous long-range students of American printing, is in the United States for the purpose of studying at first hand American printing machinery. The results of his observations will be made known to Europe through the *Deutscher Buch-und Steindrucker* and *Magyar Kyomdaszat Grafikai Szemle*.

Printing Company Moves Monotype Plant to Exhibition.

A unique and successful exhibition at the Northwestern Electric Show, held at Minneapolis, March 16 to 23, was that of the Farnum Printing & Stationery Company. This concern showed a line of desks and office equipment, together with samples of unusually high-grade printing, but the portion of its exhibit which attracted the most attention was a complete monotype plant, transported bodily from the company's monotype department down-town to the Armory, and operated by its own employees. The monotype equipment attracted the attention of many visiting printers, and all were interested in the operation of this piece of mechanism. While the monotype company was not directly interested in this exhibit, it certainly should feel proud of the fact that this machine, which is said to be at least eight years old, was producing such splendid work. Some discriminating printers tested the product and were surprised that a machine which has been in use every day and often nights for that length of time could be capable of doing such high-grade work.

Printers Win Point with Railroads.

In Minnesota the railroads listed "flat writing-paper" as first class, and then proceeded to include all fine-grade papers as "flat writing." The State Editorial Association and wholesale paper men protested to the Railway and Warehouse Commission, claiming that paper which is used for printing purposes should be classified as printing-papers and given third-class rates. After a short hearing the commission ruled in favor of the printers.

Old-time Printers Elect Officers.

The Old-time Printers' Association of Chicago elected officers as follows at its annual meeting April 14: President, John Canty; vice-president, Samuel K. Parker; secretary, William Mill. Trustees: Peter M. Balkan, John Buckley, Michael H. Madden. Resolutions on the death of William E. Curtis, the noted newspaper man and printer, were adopted, which were ordered engrossed and a copy forwarded to the deceased's widow.

A Pleasant Surprise to F. L. Montague.

Frank L. Montague, the representative of the Miehle Company in New York for the past sixteen years, and who, during that time, was instrumental in putting its press in its present commanding position, recently severed his connection with that company. A number of his friends in the business, feeling that some token of love and esteem would at this time be particularly appropriate, got together, and, through a committee, presented to him a handsome silver loving-cup. The occasion had a double significance, as April 12, the day of the presentation, was also the twenty-fifth wedding anniversary of Mr. Montague and his wife. In addition to the cup a beautifully illuminated address told "Monty" how much his friends thought of him. The testimonial was sent to his home and surprised him at the family board.

Insurance Men to Cooperate in Buying Printing.

As it is estimated that the insurance interests in and around Chicago purchase half a million dollars' worth of printing a year, a joint committee has been devising plans whereby the various companies can cooperate as purchasers. It proposes a company organization similar to that by which insurance companies handle adjustments, salvage, etc., and the plan comprehends a standardization of forms and other economies. The committee asks heads



The Artcraft Welfare Club, Cleveland, Ohio, in conference on the problems of a big printing house.

of companies and bureaus to submit confidential information about the annual expenditure for printing, stationery, blotters, calendars, expressage, etc. Whether the proposed company will establish an office, let out all the work to one firm, or peddle it around, is left an open question in the tentative plan.

"Most Popular Printery."

The Armstrong Printery, Walla Walla, Washington, has a habit of taking advantage of important events to advertise its business. At the outset of the presidential preference campaign, the Armstrong Company began issuing bulletins setting forth the vote for leading candidates in all parts of the country. At the bottom of each table of results, in heavy-faced type, appears the expected result if a vote were taken for the "Most Popular Printery." It reads something like this: "Armstrong Printery, 10,945; all other printeries 0." It is suggested by the manager of the company that printing-offices in other towns could use this scheme with good effect.

Newark Printers' Exhibit.

Printers are determined to make themselves a factor at the Newark (N. J.) Industrial Exposition to be held May 13 to 22, this year. It is proposed to edit, print and issue a daily paper on the ground. In addition to articles on printing and its uses and value, there will be news about what is doing in connection with the exposition. A complete editorial-room and printing-office layout is to be the main attraction. Actual jobs will be solicited and finished and a temporary manager will bill the work through any local printing-office the customer desires. The committee in charge, which anticipates making this the most complete show of its kind ever exhibited, is composed of Harry M. Friend, William A. Baker, Guido O. Groebe, Milo S. Borden, and Louis D. B. Pruden.

Typothetae Headquarters Moved to Chicago.

"It has been decided to remove the secretary's office to Chicago," sententiously remarks the *U. T. A. Bulletin*, in noting another evidence of the trend of empire. "The matter was discussed at the Denver convention, and was referred to the Executive Committee. The committee left the question in the hands of the executive officers. It is thought that, notwithstanding the expense of moving, and the unavoidable loss in time incident to it, the best interests of the association will be served by locating the general secretary's office in the western metropolis.

"A lease for three years has been taken on quarters in the Heisen building, Dearborn and West Harrison streets, one entire end on the sixteenth floor having been chosen.

"The change of location will be made at once, and after May 1, 1912, the general headquarters of the United Typothetæ of America will be in Chicago."

Artcraft Company Organizes Efficiency Club.

To achieve the best results, harmony and cooperation must prevail in all manufacturing institutions. With the object of realizing more fully this condition, a number of concerns have organized clubs, in which the heads of all departments are represented. The latest convert to this idea is the Artcraft Company, of Cleveland, Ohio, a concern which is well known for its high-class work in the printing field. On April 3 the Artcraft Welfare Club was born. H. C. Bogart was elected its first president, and H. E. Figsby was made secretary. Six committees were appointed to gather food for discussion at the meetings, which are to be held monthly. The object of the club is to bring in close touch with one another all the different departments of the company, so that there may be a free exchange of ideas and opinions. This is bound to result in greater efficiency and working strength of the entire organization.

Pay Honor to George E. Wray.

The following resolutions, presented by William C. Hollister and seconded by William J. Hartman (noted in the April issue), were adopted by a rising vote at the regular monthly dinner of the Chicago Ben Franklin Club in March:

The Ben Franklin Club of Chicago, in recognition of the valuable work rendered the organization by George E. Wray, for the past two years its secretary, in which time he has greatly aided the development of the movement which has grown nation-wide in importance, or, to be more specific, of world-wide significance to the printing crafts, he having resigned official connection with the Ben Franklin Club of Chicago, where the initial seed was sown, desires to place on the permanent records of the organization the following:

Resolved, That the thanks of the Ben Franklin Club be hereby tendered to Mr. Wray for the important labors he has performed for the Club collectively and for its members individually; in fact, the entire industry has been helped by his work.

Resolved, That we hereby bear testimony to his capacity and tireless devotion while filling the responsible duties of secretary.

Resolved, That we express to Mr. Wray our deep sense of the obligations we owe to him as a man and officer of this organization, and cordially commend his exceptional loyalty to our movement as well as recognize his equipment and knowledge, gained by experience, of the fundamentals of the Ben Franklin movement in general, and of the printing industry, in all its phases, as a whole.

Automatic Composition Gage.

J. H. Winters, in charge of the monotype equipment of the Dorsey Company, Dallas, has invented a gage, in the form of a printed sheet, for simplifying monotype keyboard composition around or in irregular-shaped forms. These printed sheets are arranged in different-sized types with figures representing monotype ems from right to left and extending to a depth of sixty picas. On the margin is shown, in black figures, the number of lines the sheet contains and their equivalent in picas, also the width of line in picas. Red vertical rules separate the figure columns, so

that no confusion will result in counting the number of keyboard ems to be allowed for run-around. Procedure is as follows: With a pencil and rule draw the square of the page. Place regular or irregular forms or pasted proofs upon the gage in any desired position.

Draw a line around them and remove from the gage. Then compose the matter, allowing space material where forms must lie or be struck in. Graduations by either ens or ems. For electrotyping of forms, the unmounted cut or its proof may be allowed for, with space material upon which the unmounted cut may be laid, doing away with justification.

Mr. Winters has applied for patent rights in the device.

Lecture on Paper Coating and Sizing.

A large number of printers were entertained on Monday evening, April 15, at the Palette & Chisel Club, Chicago, by Philip Ruxton, Incorporated.

Dr. Hans Wrede, of Bremen, Germany, the eminent chemist and paper expert, gave a lecture and demonstration on paper coating and sizing. He introduced his new starch modification process of manufacturing paper coating and sizing. The demonstration embraces, first, the theory and use of rosin sizing in papers, showing its advantages and disadvantages; then the proposition of substituting mineral size and starch, using silicate of soda as a filler carrier. Comparing these two methods, the newer one presents the advantages of being able to absorb printing-ink more readily, of hastening drying, of carrying much more clay without loss of strength to the paper, insuring nonsensitiveness to light, and, at the same time, producing much more uniform quality. For the coating of paper, Doctor Wrede proposes the substitution of starch for casein, which latter is at present in general use; presenting as the advantages of this process the uniformity of surface, and consequent ability to reproduce the finest half-tone cuts with greater accuracy, uniformity of manufacture and the assurance of no offensive odor, as is frequently the case in the use of casein. Sour casein is often the cause of the "picking" of the ink.

In a word, Doctor Wrede is advocating the use of starch in paper manufacture. The process is applicable to papers of all grades, from print papers to enamel papers, giving added strength, surface and printing qualities.

"Journalism Week" at Columbia, Mo.

Ralph H. Pulitzer, of the New York *World*, is one of the widely known journalists who will address the students in journalism at the University of Missouri the week of May 6 to 10. This week is known as "Journalism Week" at the university. All journalism students are excused from attendance on lecture and academic classes, to hear the addresses of visiting speakers.

Thomas Nelson Page, the Southern author; Charles S. Osborn, governor of Michigan; George W. Coleman, of Boston, president of the Associated Advertising Clubs of America; Glen Buck, of the Glen Buck Advertising Company of Chicago, and Clarence Ousley, editor of the Fort Worth (Tex.) *Record*, are some of the out-of-the-State speakers who have been announced.

One or more representatives of all the metropolitan newspapers in Missouri — St. Louis, Kansas City and St. Joseph — will speak. And besides these men from the cities, there will be many editors of small dailies and weekly papers in Missouri.

The Missouri Press Association will meet in Columbia "Journalism Week," and about three hundred editors are expected to attend. The Association of Past Presidents of the Missouri Press Association also will meet in Columbia that week.

Three sessions a day — morning, noon and night — are held throughout "Journalism Week." The evening program usually is given over to an out-of-the-State speaker.

New Typesetting Machine Companies.

The Pedersen brothers, and Inventor Petersen, well-known Minneapolis printers, are going to manufacture their linograph at Davenport, Iowa. The machine in appearance and purpose is a duplicate of the linotype. The proposition appealed to a group of capitalists in the Iowa city, and they raised ample funds without much solicitation. These gentlemen will have three representatives on the board of directors and an office man to look after their interests. The directors are P. O. Pedersen (president), Hans Petersen (vice-president), J. C. Pedersen (secretary), J. H. Haas (treasurer), H. F. Petersen, J. W. Beltendorf and R. R. Engelhart, the four last mentioned representing Davenport shareholders, and the others the inventor and original promoters. The company is now negotiating for machinery, of which it expects to install about $40,000 worth in two months, and proceed to put the machine on the market. Mr. Pedersen's invention was described in THE INLAND PRINTER early in 1911, and the resultant inquiries from all parts of the world greatly influenced the Iowans in making their investment.

The International Typesetting Machine Company — which the well-known Ridder interests are promoting — has purchased a going machine-shop to manufacture machinery for producing purposes. It has also secured a site in Brooklyn on which a factory is being erected. Meantime the machine-shop is being conducted in the Bush Terminal building, and a corps of draftsmen are housed in the Knickerbocker building.

Public Lectures on Technical Topics.

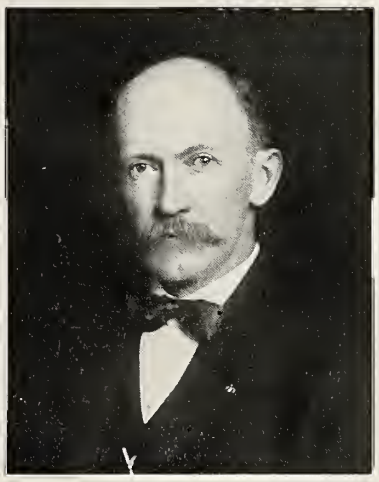
The Commission on Supplemental Trade Education of the International Typographical Union has inaugurated a series of Sunday lectures on typography as elucidated in the I. T. U. Course of Instruction in Printing. Lectures have been given in Milwaukee, Memphis, Toledo, Cleveland and Cincinnati, under the auspices of the respective typographical unions, and before the Trade Press Association of Chicago and the Ad-Sell Club of Northern Indiana and Southern Michigan. The two last-mentioned organizations are composed of advertising managers and writers and executives in publishing offices. The efforts so far have been experimental, but a continuance of the lectures next year is in contemplation.

At Milwaukee, Typographical Union No. 23 issued invitations to all printers and those interested in printing to attend. Several members of the advertising men's association were present, and in short talks, after the principal addresses, expressed their appreciation of the educational value of the effort. In Cleveland the lecture was given after a regular meeting of the union, which adjourned at a set time, and the doors were opened to the public, which had been invited. Here, too, advertising men and business executives expressed pleasure at being able to hear the "why" of display problems set forth so clearly. A stereopticon is used, and the address is an oral exemplification of what is told students of the I. T. U. Course. Old and accomplished compositors have at several meetings expressed their satisfaction at being told why their composition methods are correct. So far F. J. Trezise, chief

instructor of the course, has been the speaker. Next season he will be aided in the work by W. E. Stevens, assistant instructor, whose illness prevented his taking part this year.

Honors to A. W. Rathbun.

A. W. Rathbun, treasurer of The Inland Printer Company and the Henry O. Shepard Company, Chicago, past commander of St. Bernard Commandery, No. 35, K. T., is the recipient of an elaborately engrossed memorial from Siloam Commandery, two pages of which are reproduced herewith. The text tells its own story.



A. W. RATHBUN,

Recorder and Past Commander, St. Bernard Commandery, No. 35, K. T.; Treasurer of The Inland Printer Company and the Henry O. Shepard Company, Chicago.

Mr. Rathbun has been the financial manager of the above-named companies for upward of twenty years — than which no concerns have a higher reputation for commercial probity.

New York Book and Job Printers' Club.

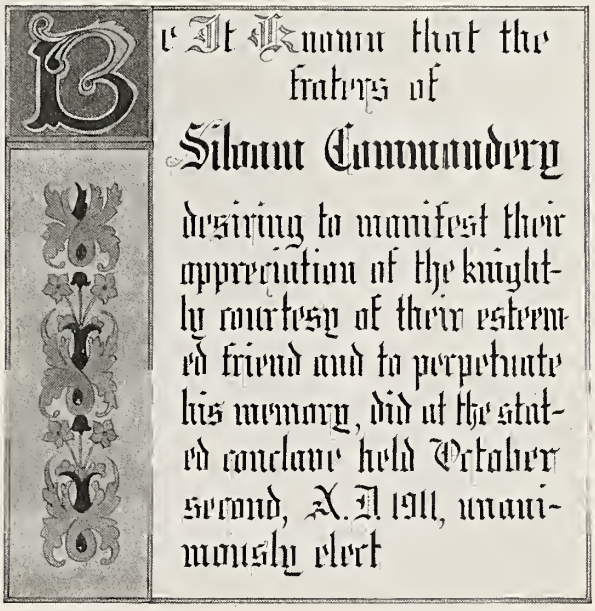
In an effort to arouse greater interest in its affairs among the book and job printers New York Typographical Union, No. 6, authorized the formation of a club six months ago. The Brooklyn *Eagle* says the club is progressing and accomplishing the object for which it was designed. The subjects discussed so far have related to scales, the abolition of overtime, and the applicability of the so-called "priority law" to book and job offices. The meetings are held on the first Saturday evening of each week at 43 East Twenty-second street, Manhattan.

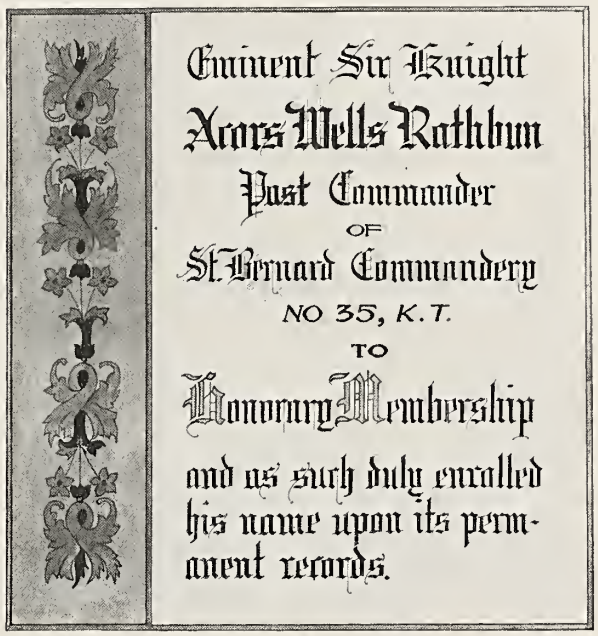
A Selling Company for Economy's Sake.

It is rumored that in the quest for economies the United States Printing and the United States Lithographing companies, of Cincinnati and New York, respectively, are going to consolidate their selling departments. The scheme contemplates the formation of a corporation, with a capital of $5,000,000, to be known as the United States Printing Lithograph Company.

Printing-trade Union Solidarity Broken in Toronto.

A by-product of the eight-hour struggle of the pressmen's and bookbinders' unions was the refusal of some members at Toronto, Ontario, to pay the assessments. In time these members either seceded or were expelled, and formed organizations in affiliation with the Canadian Federation of Labor, which is tabooed by the American Federation of Labor. The great majority of unionists in the trade remain loyal to the international union, there being no seceders among the compositors, whose union has between eleven and twelve hundred members. Efforts on the part of labor people to heal the breach have proved futile. This year the joint agreement, which antedates the split, expires,





and the employers are confronted with the problem of deciding on which group to bestow recognition.

Members of the Master Printers' and Bookbinders' Association say that organization will deal with seceders and internationalists, forcing the journeymen to settle the squabble. It will be interesting to note whether the Canadian brethren will be able to compose this difficulty without expensive trouble.

New Jersey Cities May Advertise.

The Legislature of New Jersey has adopted a bill permitting cities governed on the commission plan to spend $5,000 a year for advertising and publicity purposes.

Obituary

Park Mitchell.

Park Mitchell, the well-known printer and labor leader of Manchester, died at the Sacred Heart Hospital in that city on March 24, age fifty-five years. Almost thirty-five years ago Mr. Mitchell became connected with the Manchester *Union* as a printer. About eight years ago he severed his connection with that paper, and established the *Trade Unionist*, a paper devoted to labor organizations. He had served as president of the local typographical union, of which he was a charter member.

Reginald W. Francis.

Reginald W. Francis, son of Charles Francis, and vice-president of the Charles Francis Press, New York city, died suddenly at Liverpool, England, on April 11. Mr. Francis and his sister, together with their father, Charles Francis, had been on a tour of the Orient and the Holy Land, and were just about to return to their home in New York city, when death came unexpectedly to Mr. Francis. The deceased was only thirty years of age, but had been identified with the business which bears his father's name during the period of its remarkable growth.

William G. Cornell.

William G. Cornell, known in almost every State of the Union through his connection with Barnhart Brothers & Spindler, as a traveling salesman, died at a sanitarium in Charlotte, Michigan, on March 18. Mr. Cornell for many years made his headquarters in Chicago, and was a salesman for more than forty years, finally being compelled to quit the road on account of failing health. He was sixty-seven years of age.

Frank Cornell, a son of the deceased, has for several years been business manager of the Kansas City branch of Barnhart Brothers & Spindler.

Miguel Capo.

Miguel Capo, connected with the printing business at New Orleans for the past forty-five years, died at his residence in that city on March 27. During all of his long residence in New Orleans, he was prominently identified with the trade, and his establishment at 133 Decatur street is well known. He was the first printer in New Orleans to use a steam lithographing machine.

Mr. Capo was born on the Island of Minorca, a Spanish possession, sixty-eight years ago, and was one of the few surviving members, and for twenty years secretary, of the Minorquina Society, composed of Minorcans who early settled in New Orleans.

James Gunthorp.

James Gunthorp, one of Chicago's old-time printers, who was for thirty years a proofreader on the *Journal* of that city, died on April 15 at his home in Austin of erysipelas, in his fifty-fifth year. He was a native of Lincolnshire, England, where he started at the trade at the age of twelve. Five years later he came to America and settled in Chicago. He was a brother of William Gunthorp, of the well-known firm of Barnard & Gunthorp (now the Gunthorp-Warren Printing Company), and for a time was foreman in that office. He represented the Chicago union at the International Typographical Union convention held in Boston in 1891.

Judge Henry W. Burke.

Henry Williams Burke, president of the St. Joseph (Mo.) School Board, justice of the peace and old-time printer, died at the home of his brother in St. Joseph on March 27. Judge Burke, although one of his city's most popular and favorably known citizens, did not hold membership in any church or fraternal organization. St. Joseph Typographical Union, No. 40, was the only society or organization with which he was affiliated, and while he had not worked at the trade for more than twenty-five years, he always carried a "working card" and was especially proud of his connection with the typographical union. He left the "case" shortly after the Civil War, taking up reportorial work on the *Gazette* and *Herald*, in St. Joseph, later becoming a close friend of Eugene Field. Judge Burke had served about twenty years on the school board, and was a justice of the peace upward of a quarter of a century.

Dr. Isaac Kaufman Funk.

Dr. Isaac Kaufman Funk, president of the publishing firm of Funk & Wagnalls, of New York, and for many years prominent as a reform leader and Prohibitionist, died on April 4 at his home in Montclair, New Jersey. Doctor Funk was editor-in-chief of the Standard Dictionary, published by Funk & Wagnalls. He was also editor of *The Voice*, an organ of the Prohibition party, and of the *Literary Digest*, also published by his firm. He founded the *Homiletic Review*, in 1876, one year preceding the formation of the firm of Funk & Wagnalls, which began business on a small scale at 21 Barclay street, New York.

Doctor Funk was an investigator of psychic phenomena, and at one time was associated with the Spiritualists, although he announced later that he was not a Spiritualist, but merely an investigator. He published several books on Spiritualism. Declaring that "scoffers refused to give a poor ghost a ghost of a chance," in 1908 he announced his retirement from the Spiritualist field. According to Doctor Funk's own statement, made some time ago, he had made arrangements to communicate, after death, with some one in this world. A certain code of signals had been agreed upon.

The deceased publisher was born at Clifton, Ohio, September 10, 1839, and was graduated from Wittenberg College, Springfield, Ohio, in 1860, entering the Lutheran ministry a year later. He is survived by one daughter, Mrs. Robert Scott, and one son, W. J. Funk, with whom he lived at Montclair.

Book Review

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

Pocket Manual Dictionary.

The sixth edition of Gould's Pocket Manual Dictionary, revised and enlarged, is a most remarkable one dollar's worth. Printed on bible-paper, containing over a thousand pages — thirty-four thousand words — bound in flexible leather, gold-stamped, gilt edges, rounded corners, beautifully printed, it is a mine of information to any one and of special value to printers and proofreaders. P. Blakiston's Sons & Co., of Philadelphia, are the publishers. The work may be obtained through The Inland Printer Company. Its price is $1, as stated; with thumb-index, $1.25.

Legibility of Type-faces.

"The Relative Legibility of Different Faces of Printing Types," by Barbara Elizabeth Roethlein, A. M., of Clark University, is an interesting account of various experiments to determine the relative ease or difficulty with which different type-faces can be read. These experiments were exhaustive and resulted in much information along this line, as well as certain conclusions. Among these conclusions is the interesting statement that in the legibility of type-faces the quality and the texture of the paper are a much less significant factor than has been supposed. Published in pamphlet form, by G. E. Stechert & Co., New York, at 25 cents. The pamphlet can be secured through The Inland Printer Company.

Color Printing.

"Les Encres de Couleurs" is the title of a new French work which gives in condensed form practical information on the subject of color-printing. M. Gérard Roosen, the author, is professor of the Club for the Study of Printing, in Brussels, and professor at the University of Labor, at Charleroi, Belgium. He suggests the use, especially in three-color printing, of three yellows, three reds and three blues in order to obtain the various hues and shades demanded in accurate reproduction. The yellows are, gamboge *(gomme-gutte)*, indian yellow, and yellow ochre; the reds, carmine, vermilion, and madder lake *(laque de garance)*; the blues, prussian, ultramarine *(outremer)*, and indigo. From the standpoint of hue, each of these colors has a distinct advantage, especially when a definite color is to be produced by the lapping or mixing of two others. For example, the green produced by prussian blue printed over gamboge is demanded in representing grass and foliage in the springtime, prussian blue over indian yellow gives the green on the foliage in autumn, while prussian blue mixed with yellow ochre produces a green of emerald hue, etc.

Later on these pigments are analyzed from the standpoint of their laying and working qualities and substitutes suggested. It is from this viewpoint that the work is most valuable. His appreciation of the bad working qualities of the pigments which he has selected as standards of hue is refreshing. If a printer has these points in mind he will not agree to print a solid in ultramarine blue and give the customer a first-class job. *"L'outremer est parmi less colorants le plus beau mais le plus ingrat à travailler. Il se distribue difficilement. Au sujet de la touche la remarque faite à propos du vermillon s'applique ici."* (Ultramarine is the most beautiful among the colors, but the hardest to work. It is distributed with difficulty. With regard to impression, the remark made about vermilion applies here—that is, it must be printed with little impression.) Even in Belgium the printer must have his full quota of troubles with poor stock. In discussing black inks he says: *"Avec le papier ordinaire pourtant on éprouve des difficultés parce que l'encre 'arrache.'"* (With ordinary stock therefore one experiences difficulty, because the ink "picks.")

One regrets that an author who shows an exact knowledge of many subjects should let the fact that yellow, red, and blue pigments are used in process-printing lead him into the error of stating that these colors are the primary colors in light. Newton's error seems to attract more disciples than all the research work done since. Five minutes in a laboratory mixing colored lights would cause many authors of works on the subject of color to rewrite their introductory chapters.

M. Roosen has in preparation other works, the first of which is entitled the "Symbolism of Colors." We shall look forward with pleasure to his future contributions.

"Les Encres de Couleurs" will be sent postpaid for 40 cents. Mail money order to G. Roosen, 20 Rue Neuve, Brussels, Belgium.



Who Is This?

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

MOTOR EQUIPMENTS FOR PRINTING MACHINERY.

A new catalogue from the Sprague Electric Works, New York city, illustrates in a most convincing manner the adaptability of the electric motor and other devices to the machinery of the printing plant. Not only is the text directly to the point in outlining the advantages of the motor system, but the book is filled with excellent illustrations of its application. The catalogue is handsomely printed in colors, with typography and presswork of a high order.

MODERN MACHINE COMPANY MAKES CHANGE IN NAME.

To express more fully the nature of its business, the Modern Machine Company, Belleville, Illinois, has adopted a new name for the concern, and it will hereafter be known as the Modern Die & Plate Manufacturing Company. Incidentally with the change of name the manufacturing plant will be enlarged to meet the demand of its output, and an office will be opened in New York city, with location at 116 Nassau street, in the Morton building. The company manufactures a complete line of power presses as well as hand-stamping and copperplate presses.

A USEFUL SAMPLE-BOOK.

The new sample-book recently issued by the Niagara Paper Mills will prove of great value to those who have to do with the selecting of color combinations for printed matter. Not only does it show samples of several different papers, but it also shows the effect of these papers on the various colors of inks, each of the examples being printed in three of the colors which appear on an accompanying chart. The effects are very pleasing, and with this sample-book at hand the printer or advertising man can readily select satisfactory color-schemes without any unnecessary expense in experimenting.

AMERICAN PRINTING MACHINERY ABROAD.

The Parsons Trading Company, in the past several years, has devoted more and more attention to the exporting of paper, machinery and supplies, and it reports a very gratifying response from the foreign printing fraternity. This no doubt is due both to the excellent selection of lines which the company has chosen, and its aggressive selling policy in the foreign markets. At all events the company's customers have " crowded it out " of its old offices, and the last twelve months has seen the removal to larger quarters of the branch houses in Sydney and Mexico, as well as the general offices, which have just taken a large suite on the twenty-fifth floor of the new Whitehall building overlooking New York Harbor.

A NEW ONE—BARBER'S "LOW-SLUG" CUTTER.

The business printer of to-day is giving more and more attention to efficiency in his workrooms. He realizes that time-savers are money-makers, especially when time-saving devices also accomplish the work more efficiently as to workmanship.

Barber's " Low-slug " cutter was designed by a practical printer for his own use, and when he realized its advantages through actual experience, he decided to place it on the market. This little machine will earn its cost within a short time.

When imposing book-forms, the stoneman can quickly cut down the blank parts of all slugs, such as the ends of paragraphs, folios, etc., saving the pressman much time and annoyance in using the chisel and hammer to prevent smutting. The machine will cut one-eighth of an inch off of the top of a fourteen-point thirty-em slug with ease and rapidity.

The price is $25. An inquiry directed to E. F. Barber, the manufacturer, Winston-Salem, North Carolina, will bring full information and descriptive matter.

TRADE NOTICE.

The New York office of Loring, Coes & Co., Incorporated, whose address has heretofore been 21 Murray street, New York city, has been moved to 29 Murray street, where Mr. Robbins, the New York representative, has secured much more commodious and superior quarters, and where he will be pleased to receive any of the friends of the concern who care to visit him.

He is connected by telephone and can be reached at all times, in case of need, at this new address.

NEW LOCATION FOR LATHAM MACHINERY COMPANY'S NEW YORK OFFICE.

The ability to meet the needs of up-to-date printers is making life strenuous for the Latham Machinery Company. In all of the concern's branch offices the cry is for more room. On April 1 the New York office, which has been conducting its business from 8 Reade street for a number of years, has been moved to 124-132 White street, just four blocks above the old quarters. In the new location the company has three times as much space as formerly, and will be enabled to carry from three to five duplicates of each style of machine manufactured at its works in Chicago, so that quick delivery may be made to printers and bookbinders in the eastern territory. In addition there will be kept on hand fifteen thousand pounds of various sizes of wire, and all sizes of special and standard loose-leaf punches for the company's multiplex, duplex and bench punching machines. All friends in the trade are invited to pay a visit at any time and inspect the new premises.

The move in New York is only one of many changes which have taken place in the Latham Machinery Company within the past year. Nine months ago a branch office was established at Philadelphia, and only a short time ago the Boston office moved to larger and better quarters at 130 Pearl street, that city.

These facts evidence beyond all doubt that the Latham Machinery Company has gained the confidence of the printing trade throughout the entire country, and that their machines and supplies are indispensable to the enterprising and up-to-date printing craftsman.

NEW CHICAGO MANAGER FOR THE J. L. MORRISON COMPANY.

Hedley C. Prout, an eastern man, has succeeded F. C. Crofts as manager of the Chicago branch of the J. L. Morrison Company, the well-known manufacturers of bookbinding machinery. Mr. Crofts, who has had charge of the Chicago office for many years, severed his connection with the company on March 11. The vacancy has been taken care of by Thomas A. Gibson, the New York manager, since that time. Mr. Gibson installed Mr. Prout in the office and gave him entire charge, beginning with May 1. As the



HEDLEY C. PROUT.

company's business has been rapidly increasing in the West, the appointment of Mr. Prout indicates that the company regards him as a man peculiarly qualified for an important post. The office is located at 534 South Dearborn street.

Incorporation has been made in Illinois, and the Chicago branch is now styled the J. L. Morrison Company of Illinois, with the following officers: President, A. G. Mackay; secretary and treasurer, Thomas A. Gibson; vice-president, J. N. McNale.

The growth of the eastern business of the big company has made it necessary to secure larger quarters, and the New York office is now located at 401 Lafayette street, near Astor place and next door to the De Vinne Press, where one entire floor is given over to the winding of wire on spools for the company's new Automatic Wire Winding Machine. Another floor is occupied with sample machines and the business offices. The wire-stitching machines sold by the J. L. Morrison Company are adapted to almost any kind of work, including books, boxes, crates, shipping cartons or anything else that can be wire-stitched.

The New York company is also incorporated, under the name "J. L. Morrison Company, Incorporated," with A. G. Mackay as president, Gertrude Mackay vice-president, and Thomas A. Gibson, secretary.

DOING AWAY WITH DISTRIBUTION.

It is apparent to those who are watching the trend of things printorial that there is a gradual revolution going on in composing-rooms, especially in those of newspaper offices, in the manner of disposing of dead type-forms. In several of the larger newspaper plants it has been the practice for some time past to dump the forms daily — linotype slugs, leads, slugs, rules and type — saving nothing of the entire paper except the headings and column-rules. It is found that a tremendous saving is accomplished by this method, the Sunday paper, often consisting of more than a hundred pages, being cleaned up in one day by five men under this system, where twenty-five were required when the forms were broken up and the display-type and leads distributed. Of course, this plan is only possible in those plants that have typecasting machines, which replenish the cases with new type cheaper than it can be distributed.

The Linotype Company's lead, slug and rule caster is also essential to the successful operation of the system of dumping everything, one of these machines producing automatically all the leads, slugs and rules from two-point up that are needed.

The Thompson Typecaster completes the equipment, casting all sizes of type from five to forty-eight point in size, and by employing the same metal for slugs, leads and type, as well as for stereotyping, all goes daily into the same melting-pot, and the paper presents an entirely new and fresh dress of type every day.

It is only a question of a short time when all the metropolitan dailies will adopt this plan, not only from a sense of economy, but for the advantage it gives of appearing in a new dress every day. Advertisers are better satisfied, and the public is better served. The saving is said to run into the thousands of dollars annually, as type-distribution has always been the sinkhole of unknown amounts of money — a leak which can now be stopped.

The Toronto *Evening Telegram* has installed a linotype lead, slug and rule caster and a Thompson Typecaster, and is preparing to adopt this system, while the Peoria *Herald-Transcript* has had it in operation for the past six months. Thompson Typecasters are also used by the New York *Herald*, the New York *Journal*, the York (Pa.) *Daily Dispatch*, the Chicago *Record-Herald*, the Chicago *Daily News*, the Minneapolis *Tribune* and the Toronto *Saturday Night*.

The Mergenthaler Linotype Company is the exclusive selling agent for the Thompson Typecaster, which is located at 624-632 Sherman street, Chicago.

NEW STEEL FURNITURE CATALOGUE.

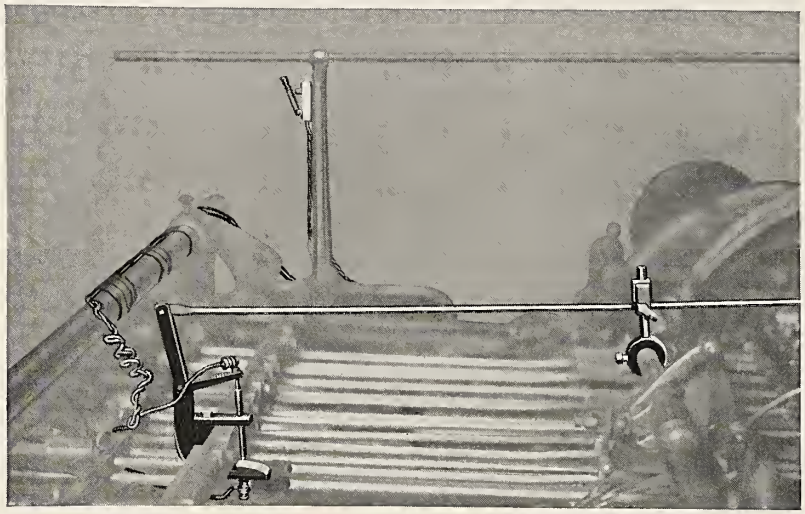
The Hamilton Manufacturing Company has just issued a catalogue of its new line of Printers' Steel Furniture — a very attractive catalogue, not only because of the showing of furniture newly designed to meet modern conditions, but also because of its pleasing typographical appearance.

Nearly one hundred new pieces of composing-room equipment are shown, most illustrations being in the natural color.

We are informed that any responsible printer may have a catalogue for the asking. The main office and works are at Two Rivers, Wisconsin, and the eastern warehouse and office are at Rahway, New Jersey.

A NEW AUTOMATIC EMERGENCY STOP FOR FOLDING MACHINES.

This invention removes all sheet-clogging troubles on automatically-fed folding machines. The device consists of a contact-plunger attached to the first-fold gage and connected to the side gripper cam-shaft by means of a link motion. The plunger is electrically connected to the magnet of the starting-box, and insulated from the machine.



ELECTRICAL EMERGENCY STOP.

A small knife-switch is screwed on the upright support for the feeder starting-rod. This is opened when the machine is started up and closed as soon as the first sheet reaches the first gage; it then becomes automatic. As soon as a sheet does not come up to the gage the plunger makes a contact, thereby throwing out the switch on the starting-box, stopping feeder and machine before the sheet can go through the first set of rollers. It can and has been applied to addressing machines with equal success. It is simple in construction and operation and requires no attention after it is once adjusted.

This device was invented by Zace & Folz, of Chicago, and is manufactured by the National Specialty Manufacturing Company, Milwaukee, Wisconsin.

THE UNIQUE STEEL BLOCK COMPANY.

This company was organized in 1909 and acquired the patents of the Rockstroh Unique Steel Block. Since that time it has been the recipient of a steady and healthful growth which bids fair to place it in the leading rank among manufacturers of printing supplies. The main product of this company is the unique steel block, an article well known in the printing trades and one having many advantages peculiarly its own. The leading features are permanency of make-ready, the ease with which perfect register may be secured and maintained, and the speed and facility with which a form may be gotten to press upon these blocks.

The present gratifying basis upon which this company stands has been established by the efforts of its president, Wallace R. Foster, and its treasurer and general manager, Andrew D. Young, who have constituted its active official corps since 1909.

At a recent directors' meeting it was deemed advisable to add to the management a man acquainted with the sales division, and Z. B. Lormor, whose interest has heretofore been of a silent nature, was elected secretary and sales manager. Mr. Lormor has a long and successful selling record, and his methods, added to the already splendid system organized by Mr. Young, leave no doubt that the Unique Steel Block Company is entering upon a period of flattering growth.

The products of this company are neatly and comprehensively shown in a catalogue which is now in the hands of the pressmen and will in the near future be ready for distribution to the trade.

In conclusion we can only say that the outlook for this company is deservedly very favorable. With its reputation for square dealing, which is already established, and with an article of undisputed merit as an additional inducement to purchasers, we predict that the blues of presidential year will not approach the Unique Steel Block Company's plant at 643 Kent avenue, Brooklyn, New York.

LANGSTON ROTARY BINDERS' BOARD CUTTERS.

George F. Lasher, of Philadelphia, Pennsylvania, in commenting on the Langston Rotary Binders' Board Cutters brings out this important point: "It does accurate, sharp and clean cutting on the heaviest boards," and Samuel M. Langston, of Camden, New Jersey, the manufacturer of the Langston machine, says that every machine is absolutely guaranteed to do nothing else but "accurate, sharp and clean cutting."

To the practical man, the following specifications will show the reason why:



THE LANGSTON CUTTER HEAD.

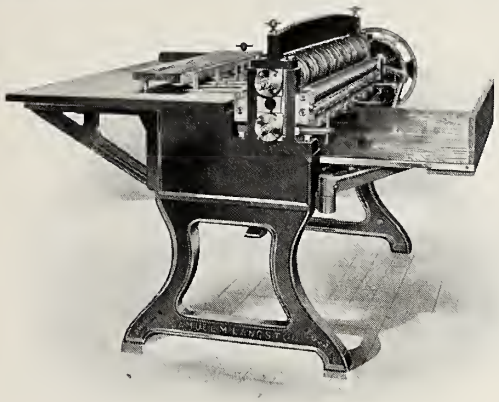
First and foremost, this cutter — the Langston — mounted on 3½ inch cutter-shafts with 2½ inch knurled feed-rolls, front and back, is the foundation of Langston's guarantee.

The heavy bed, cast-iron table, adjustable end thrusts, on cutter-shaft, noiseless feed, etc., show at once the care and skill with which the details have been handled.

To the office man, the man with the check-book, Langston says the machine will be shipped on the condition that, if it fails to fulfil this promise, it can be returned any time within thirty days.

Lighter machines for lighter work, such as index-cards,

etc., are also manufactured by Samuel M. Langston, Camden, New Jersey.



THE LANGSTON ROTARY BINDERS' BOARD CUTTER.

THE ELIMINATION OF ELECTRICITY IN PAPER.

The most troublesome feature in handling presses is probably caused by frictional or static electricity. Through the development of this phase of electricity in stock the profitable production of the finer grades of printing is almost impossible, owing to the necessity of slip-sheeting and the slower feeding of paper. For years printers have been experimenting in one way and another to overcome the trouble occasioned by static electricity and have occasionally found relief by various means. None of these appliances was certain in action, and up to the time when the Chapman Electric Neutralizer was placed on the market printers were forced by expediency to use the various makeshifts that gave only a limited measure of relief. At the present time the perfected state of the Chapman Electric Neutralizer leaves no excuse for printers being troubled further with electricity in paper, whether in summer or winter, for the Chapman works perfectly at all times. This fact has been demonstrated by its use in shops where previously in frosty weather the pressroom had to shut down owing to the magnitude of the static disturbances. The installation of a Chapman Electric Neutralizer has enabled pressmen to run their machines to the greatest efficiency in the coldest and dryest weather — a feat hitherto impossible, owing to the tendency of the sheets of highly finished stock sticking together and interfering while feeding — and to eliminate the need of slip-sheeting.

In this period of advancement in the printing trades it would be as sensible for a printer to undertake to print a book-form on a hard press as to attempt to operate a plant doing fine or ordinary work without a Chapman Electric Neutralizer. The reason is quite obvious to any one that has seen this apparatus in use, for its worth is unquestioned and its need is imperative where efficiency and excellence of output are prime essentials. The United Printing Machinery Company, of Boston, Massachusetts, controls this apparatus, and will apply it to a plant on trial where there is any skepticism about its capabilities.

This apparatus has been on the market but three years and has given general satisfaction, there being nearly two thousand now in continuous use the year around. Be it understood that this device is for use at all seasons of the year, its service being uniform in all kinds of weather and under the most exacting conditions. A current of one sixteen-candle light is sufficient to operate the device for three presses. The installation expense is the only one, and from that time on the apparatus will eliminate and dispel all troubles caused by static electricity in stock.

The illustration in the company's advertisement of this issue shows how the apparatus attached to the wall is connected to the delivery apparatus on the press. The apparatus on the wall is connected to the electric light or power of the building. Where no current is to be had, a motor is belted to the power-shaft and generates the alternating current required. This current of high voltage is safely carried by a heavily insulated cable through porcelain of special design to the bar on the delivery apparatus. This bar distributes about 8,000 volts down over the paper from metal points insulated in porcelain tips placed one and one-half inches apart across the full width of the press from bearer to bearer. The air in the intervening space between the metal points and the paper is ionized to such an extent that it becomes a conductor and thus carries off the static electricity from the paper. The bar is substantially supported by brackets attached to the press frame, giving it a stable support.

THE PRINTER'S MALLET.

There had been practically no change in the design of the printer's mallet for over one hundred years; naturally the materials used had changed, but not the design, until the introduction of the Robinson Mallet by the Hamilton Manufacturing Company.

That the innovation is a good one will be agreed to by nearly every practical printer, and even those who have



THE ROBINSON MALLET.

graduated from the practical department to managerial positions will yearn to get back to the stone and experience the satisfaction of planing down a form with one of these modern-day mallets.

The accompanying illustration shows the new mallet, and gives an idea of the convenient sizes in which it is made.



IN ACTION.

VENEZUELA INSTALLS LINO-TABLER SYSTEM.

A recent notable visitor at the New York office of the Lino-Tabler Company was Pius Schlageter, of Caracas, Venezuela, owner of the leading printing establishment in the Venezuelan capital.

Mr. Schlageter has one of the largest batteries of lino-

types in South America, and handles a considerable portion of the government work. He also does an exceptionally high-grade line of general printing, catalogues, booklets, show-cards, etc.

Mr. Schlageter will equip his machines with Lino-Tabler matrices, which, as is generally known, render available for tabular composition all linotype matrices, regardless of language or size.

KEYSTONE'S NEW YORK HOUSE IN LARGER QUARTERS.

Business at the New York House of the Keystone Type Foundry has grown to such proportions that the management has been compelled to seek larger and better quarters to accommodate this increase and to uphold the Keystone's high standard for prompt service. The removal to 24 Park place and 19 Barclay street has given more than double the former space and facilities, and at the same time has improved the location of the big type concern's branch house. It is situated at the entrance to the Park place station of the Sixth Avenue Elevated, in the heart of the downtown business section, and is about one block from the post-office and city-hall subway, two blocks from the Hudson Terminal and Brooklyn bridge, and three blocks from the Courtland street ferries.



THE KEYSTONE TYPE FOUNDRY'S NEW YORK BRANCH.

The increased and well lighted floor-space gives the Keystone an opportunity for the first time to display on its floor a complete line of its typefoundry products, steel printing-plant equipment, machinery and other goods for the printer, fairly representative of its extensive line. Keystone's aim is to make its new home the most attractive printers' supply house in New York city, and local or visiting printers or publishers will always find there something new and up-to-date that will be of interest to them. All friends and patrons are cordially invited to call at any time and inspect the new quarters, where they will be accorded a hearty welcome and the most courteous treatment by the Keystone's genial New York house manager, Mr. William A. Vitty.

A COUNTRY EDITOR'S COLLECTION SCHEME.

I was trimming down a story exploiting the advantages of our National Credit Men's Association (said a country editor in a town of five thousand), when a fresh vision of my profits, that were still in the pockets of subscribers, came to me. I did some figuring — a few dollars here and there — and I was startled into the realization that I had $25,000 out, and little prospect of getting it in, except at prohibitive cost. But, as I finished that credit story, it gradually dawned on me that I might evolve a similar cooperative collection idea. By making the scheme strictly local, I figured that I could attract the money due me from my delinquent subscribers, and without incurring the risk of their "stopping the paper," as was often the result of my hammer and tong methods. So I set about devising a scheme.

First, I called together a dozen business friends and proposed that we all pool our collections to make the sums worth going after. Then, in order to protect our future trade and to avoid any resentment, I proposed that a young lawyer who had lately located in the city and had not yet had a case, be employed for the work of collecting the accounts.

We called in the young attorney, gave him explicit instructions — and a bunch of hard claims. We instructed him to use an introductory statement something like this:

"Mr. Delinquent, I have got to live, so I have solicited these claims from local merchants to get something to do. I'm a stranger here and I've got to make my living. They'd never have turned these accounts over to me but for the fact that I'm owing them — and I've got to work out my debt."

The young attorney saw the point and immediately waded in. He sued five or six men, attached several growing crops and made himself conspicuous among the law-fearing population. Inside of three weeks he made my cooperative collection idea a success by applying to our immediate requirements the idea back of the big credit association. And I found myself several thousand dollars to the good.— *System.*

ORIGINALITY MAKES SALES.

"Even a small amount of originality will help to make a sale," says the manager of a Chicago printing plant. "And when you get a man who has originality, who knows printing and who is willing to work, you have a good salesman.

"We put on a man a month ago who admitted he did not know too much about the kinks of the printing craft, but as he bore the earmarks of a worker and had an original line of talk, backed by a clear record as a specialty salesman, I put him on.

"There was a catalogue job we had often tried to get; it had been solicited by us for six or eight years. I turned the new man loose on this job as a try-out. This catalogue cover had been printed from substantially the same type arrangement and on exactly the same stock for the last five years. So the new man sketched up a new design, had our printers set it in their best style and the pressman print it on half a dozen good cover-papers. Then he got a half dozen old catalogues, put one of our new covers on each and sallied forth.

"It's an interesting commentary on salesmaking to note that my new salesman spent eight hours getting ready to make the sale and about twenty-five minutes making it. For, when he displayed his samples showing just what would be the finished effect of a new cover, the sale was made forthwith." — *System.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLIX. MAY, 1912. No. 2.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & CO., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & CO. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & CO. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & CO., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & CO., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & CO. (Limited), Cape Town and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

AGENCIES.

THE UNDERSIGNED solicits agencies with sole control for Great Britain of American machinery adapted to printing, stationery and bookbinding trades. References given if desired. P. LAWRENCE PRINTING MACHINERY CO., Ltd., 57 Shoe Lane, London, E. C.

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of bodytype, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, 1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

BOOK IMPOSITION — Do you readily meet all its problems? If not, study "Theory and Practice of Book Imposition," by Charles J. Schott, 617 Peoples Bank, Seattle, Wash. Circular on application.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

SALES ORGANIZATION — To the man having the ability to form and manage a selling organization to take over the marketing of a patented device needed by printers, very liberal terms will be made; more than $25,000 has been expended in perfecting the manufacture; no additional capital will be required, except such as may be necessary to carry on the selling; salesmen will need to be specially instructed and trained. E 800.

FOR SALE — Complete plant for the manufacture of printers' rollers; owing to discontinuance of that part of our business, we will offer the plant at a low price to effect quick sale; complete inventory, with prices, will be supplied upon request. BARNHART BROTHERS & SPINDLER, Washington, D. C.

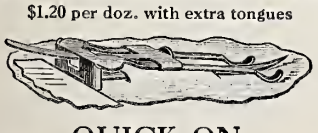
FOR SALE — A very complete printing plant, doing a general job, catalogue and blank-book business; last year's business nearly $2,000 per month; all equipment highest class; because of poor health of present manager, will sell very reasonable; excellent opportunity to run newspaper in connection, if desired; an unusual opportunity; write for details. E 437.

FOR SALE — Fully equipped printing, embossing and air-brush plant; latest style machinery; very low operating expense; located on the Mississippi river. Price very reasonable; a rare opportunity. E 810.

FOR SALE — Good-paying county seat weekly, Republican, netting $2,000 annually. JOHN RUF & SON, Carlyle, Ill.

PARTNER WANTED — Want a good job man with $1,000 or more. Write AUTOMATIC PRINTING COMPANY, Durango, Colo.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

Publishing.

$5,000 CASH payment will buy a small class magazine; $14,000 gross business last year. HARRIS-DIBBLE CO., Masonic bldg., New York.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Miehle presses, No. 00 and No. 2, feeders and motors attached; 3 Dexter right-angle and parallel folders, Cross and Dexter feeders attached; Seybold smasher; Christiansen stitcher-feeder; Latham punch; brass, steel, zinc galleys; all in N. Y. city plant, now being sold. Century, 43 by 56; Cottrell, 43 by 56; Brown quadruple folder; Sanborn embosser, $125. No. 43 Optimus, almost new; 14 by 22 Universal Boston stitcher; 1,500 lbs. Century in Penn. plants. Send for 4 lists, many other things. Models 5, 2, 1 and Junior Linotypes, cash or long time. PECKHAM MACHINERY CO., 1 Madison av., New York city.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

EMPLOYING PRINTERS, ATTENTION — We will sell our elegantly equipped job and catalogue printing plant as a whole, or sell the equipment in lots to suit purchasers. If you are in need of anything in the way of type, presses, cutters, and other machinery and equipment, write for our complete list immediately; we can offer you some unusual bargains. E 789.

FOR SALE — New Dexter job and catalogue folder, No. 190, folds 8's, 24's and 32's; smallest sheet, 12 by 16; largest, 36 by 48; the finest machine on the market; used less than six months; in elegant condition; belted direct to electric motor; does excellent catalogue folding; may be seen in operation; write for complete description and price. E 795.

FOR SALE — Walter Scott H. N. No. 8, two-revolution, four-roller press; bed, 42½ by 55 inches, front fly delivery, geared distributers, four air chambers; thoroughly rebuilt in factory where made, and guaranteed in every particular; too large only reason for selling. REPUBLICAN, Columbus, Ind.

FOR SALE — One four-roller, 38 by 54 bed, Cottrell two-revolution cylinder, and one Cottrell two-roller, 24 by 30 bed, drum cylinder, to the highest bidder for cash, or will exchange for Universal or Colt's Armory in good shape. WICHE PRINTING CO., 303 North av., Chicago, Ill.

FOR SALE — Brown Tribune newspaper folder, in first-class condition; used four years; cost $575 at factory; steel-geared; for high-speed press; attach to any cylinder press; price, $150 cash. AMERICAN-PRESS, Lake Charles, La.

LINOTYPES FOR SALE — One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors; extra assortment of two-letter matrices. FRANKLIN PRINTING CO., 430 West Main st., Louisville, Ky.

FOR SALE — Burton rotary perforator, in good order, $165; National rotary perforator, fine order, $175. WANNER MACHINERY CO., General Printing Machinery, 703 S. Dearborn st., Chicago, Ill.

FOR SALE — Our complete linotype plant, consisting of No. 2, No. 4 and No. 6 machines, equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

FOR SALE — Exceptional opportunity for first-class machines, 10 by 15 and 14½ by 22 C. & P. Gordon presses; used only a few months in private plant. E 785.

TWO No. 3 and one No. 1 magazines for Mergenthaler Linotype. Guaranteed in A-1 condition. Will sell for $75 each, or $200 for the three. SCHENECTADY GAZETTE, Schenectady, N. Y.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. D 638.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

HELP WANTED.

Artists.

WANTED — We have an opening for a commercial artist who can handle wash-drawings and fashion drawings in general; one who could design and letter would be preferable; kindly state salary expected when sending samples, also where last employed. E 679.

Compositors.

WANTED — Competent job printer who thoroughly understands the making of first-class rubber stamps with a good outfit; permanent, steady work; give full particulars and wages in first letter. Address Printing Dept., THE SPIRELLA CO., Meadville, Pa.

WANTED — Lady compositor for commercial and catalogue work; no straight matter; cleanest and most sanitary shop in the country. E 807.

Correspondents.

WANTED BY EXPORTING HOUSE, English and Spanish correspondent familiar with printing presses and printing machinery; state previous connections, experience and salary. E 804.

Engravers.

WANTED — Auto-etcher, Swede, thoroughly competent for high-grade colorwork, can make good, permanent connection with firm in Sweden. Fine future for right man. A. B. MALMO GRAFISKA ANSTALT, Malmo, Sweden.

STEEL-DIE ENGRAVER, state experience, wages expected, age, references, and send photo. F. E. MASON & SON, Seal and Label Manufacturers, Batavia, N. Y.

Estimators.

WANTED — Young, live, up-to-date office man understanding estimating, cost systems and bookkeeping; state references and salary required in first letter. E 773.

Foremen.

WANTED — Composing-room foreman for a modern, medium-sized printing plant in the city of Buffalo; must be an energetic, capable young man, thoroughly familiar with modern composing-room methods; give full particulars as to age, experience and salary, otherwise no attention will be paid to application. E 794.

Paper Men.

WANTED — Ambitious young men between 18 and 25, with knowledge of printing or paper, to become sales correspondents and finally road salesmen for large Chicago paper-house; exceptional opportunities for the right men; state age, experience, salary expected to start, and references. E 387.

Pressmen.

HELP WANTED — There is a good position open for a capable pressman to take charge of one No. 3 Miehle and four Gordons in a plant that is up to date in every respect; in writing, please give experience and references in detail. Address TYPOTHETAE, 612 New England bldg., Kansas City, Mo.

WANTED — Experienced cylinder pressman, also capable handling Gordons, understanding high-grade black and color work; plant located central Illinois, town of 35,000; man willing to invest small amount preferred, but not essential; must be hustler. E 772.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Proofreaders.

WANTED — A competent and experienced proofreader for a general commercial printing plant; write, giving reference, to THE BLADE PRINTING & PAPER CO., Toledo, Ohio.

Salesmen.

SALESMEN — Responsible, high-grade men throughout United States to handle $20 specialty appliance needed by every printer; good commission and excellent cooperation from established house. E 801.



With a $25 Lino-Tabler equipment, transferable in an instant from one standard Linotype machine to any other, operators of average competence set intricate tabular matter, at nearly straight-matter speed, with every face and language of one-letter or two-letter Linotype matrices, on full-length, unsawed slugs. Brass Lino-Tabler rule of all foundry faces, one-third size of illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on shoulder of slugs. The sole annual outlay, for one equipment, is $25; a five-machine plant will be equipped for $100; or five-year licenses, payable $20 yearly for each outfit, will be granted established concerns. Very few users of the system whose tabular output is five per cent of their total have failed to renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency, or CHICAGO LINO-TABLER COMPANY, Inland Printer Building, Chicago; Tribune Building, New York

WILLIAM C. HOLLISTER, President & Treasurer 1 2 3 4 ASHTON G. STEVENSON, Vice-Pres. & Gen. Mgr.



INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York; seven Linotypes; day and evening classes; lesson sheets; mechanical instruction; employment bureau; hundreds of successful graduates. Write or call for particulars.

SITUATIONS WANTED.

Accountants.

EXPERT COST MAN and accountant, with practical experience in printing business, desires situation. E 792.

All-around Men.

SITUATION WANTED by job and ad. man of over 20 years' experience: union. FRANK H. MASHAW, care Y. M. C. A., South Bend, Ind.

Artists.

SITUATION WANTED with large printing and engraving house in Chicago by artist who does designing of fine catalogues, books, mechanical drawing and photo retouching. E 777.

Compositors.

COMPOSITOR AND STONEMAN (combination man), student of I. T. U. Course, 24 years of age, temperate, good habits, union, desires position with firm in Rocky Mountain region of Canada or Western States. E 809.

Designers.

DESIGNER — Creator of high-grade catalogue dummies and advertising designs desires position. E 798.

Foremen.

FOREMAN-SUPERINTENDENT — Thorough, practical union printer, hustler, successful shop manager, hard worker, 4½ years with present house as composing-room foreman and superintendent, 20 years' experience in high-grade catalogue, general book, blank-book and commercial printing, at present employed, seeks change; give details — state what you will pay. E 583.

COMPOSING-ROOM FOREMAN, working or desk, A-1 executive, systematizer, hard worker, strictly temperate, absolutely reliable, union man, wants change, account wife's health; at present employed as foreman in city 150,000, where shop's efficiency has been increased 40 per cent since I took charge; there's a shop somewhere requiring my ability — maybe it's yours. E 375.

ALL-AROUND printer, foreman of book and job department, employing twenty persons doing catalogue and half-tone color work, desires similar position where his services will insure advancement; familiar with presswork and machine composition; nonunion. E 799.

SITUATION WANTED — As foreman of daily newspaper, experienced in all branches of the mechanical end of a newspaper, thorough executive; can handle large force of men; young man, with experience on the best, large city dailies. E 594.

I DESIRE to connect with some good printing-house as superintendent and assistant manager; at present employed as assistant superintendent and final O. K. man in large plant doing catalogue, general job printing and complicated loose-leaf devices. E 803.

Operators.

LINOTYPE MACHINIST-OPERATOR wants position in small city to increase speed; small salary expected. Address E. A. HEYWOOD, 24 Thorn st., Toronto, Ont.

Operator-machinists.

SITUATION WANTED — Monotype keyboard; lady operator; several years' experience; all classes composition; either style keyboard. E 784.

Pressmen.

WANTED — Position as foreman of pressroom; long experience in large plants, giving references covering all requirements as to character and ability; nonunion; at present foreman of one of the largest establishments in Chicago, to whom I can refer — minimum, $40 per week; Chicago or New York preferred. E 805.

SITUATION WANTED — Practical cylinder and job pressman of 10 years' experience on high-grade work; married and reliable. E 791.

Proofreaders.

PROOFREADER — Lady desires position in either job or newspaper office; first-class. E 787.

ALL-AROUND proofreader open for position; keyboard operator; nonunion; East or South; state salary. E 615.

Retouchers.

FIRST-CLASS mechanical retoucher would like to make a change. E 797.

Stockmen.

STOCKMAN desires position; 3 years' experience with large printery; can handle help; 27 years old; married. E 793.

Superintendents.

SITUATION WANTED as superintendent by a practical man; clean, forceful, energetic and reliable; shop, office and outside experience; familiar with costs; a good estimator; have, can and will produce results; every opportunity given for investigation. E 701.

WANTED TO PURCHASE.

WANTED — Bronzing and dusting machine to take a sheet at least 25 by 38; must be in perfect running condition; address, stating price, age, make and condition of machine, BOX 44, Station B, Cincinnati, Ohio, Printing Dept.

WANTED — For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price, M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

WANTED — A good, secondhand three-roller cylinder press. MELLICHAMPE BROTHERS, High Point, N. C.

IMPOSING-STONE WANTED — Size, 36 by 60; nothing smaller considered; must be in first-class condition; state full particulars and lowest cash price in first letter. HENRY FIELD SEED CO., Shenandoah, Iowa.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Bargains in Rotary Perforators.

28-INCH BURTON ROTARY, guaranteed to do the work as well as ever; 30-inch National perforators, guaranteed in every way. HERE are PERFORATORS at REAL BARGAINS. WANNER MACHINERY CO., 703 S. Dearborn st., Harrison 6889, Chicago. 5-12

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

WETTER
Never Hesitates — Numbers every time
NUMBERING MACHINES
Wetter Numbering Machine Company
335 Classon Avenue, Brooklyn, New York, U. S. A.
SOLD AT RIGHT PRICES
ALL TYPE FOUNDERS AND DEALERS

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

Embossers and Engravers—Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-12

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bull-dog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery; write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

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ALLIED FIRMS:
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Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-13

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A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. tf

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TYPE — Best type made, 35 cents a pound; your old metal taken in exchange. Send sample order; if not satisfactory return it, and your money comes back. New catalogue just off the press. PEERLESS TYPE FOUNDRY, Dept. I, Winona, Minn.

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AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

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The Dollar-and-Cents Value of Cameo to You

The better your work looks, the less haggling over price. Cameo paper adds a richness and beauty to every job for which it is used, which are seen and appreciated even by the man who is not an expert.

Its velvety, lustreless surface enriches illustrations, deepens half-tones, dignifies type. The advertising booklet or folder printed on Cameo will please your customer because of the result-bringing power it will show. Cameo booklets are read. They look *too* good to be thrown away.



CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

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Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

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Cleveland, Ohio	Kingsley Paper Co.
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Grand Rapids, Mich.	Central Michigan Paper Co.
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Los Angeles, Cal.	Blake, Moffitt & Towne
New York City	Sole Agents, Henry Lindenmeyr & Sons (32 Bleecker St.)
New York City (for Export only)	National Paper & Type Co.
Milwaukee, Wis.	Standard Paper Co.
Philadelphia, Pa.	Megarge & Green Co.
Pittsburgh, Pa.	The Alling & Cory Co.
Portland, Me.	C. M. Rice Paper Co.
Portland, Ore.	Blake, McFall Co.
Rochester, N. Y.	The Alling & Cory Co.
San Francisco, Cal.	Blake, Moffitt & Towne
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Means Economy in the Printing-Office

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

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IMPORTED AND DOMESTIC

Distinctive and special brands for all and every conceivable purpose.

We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary label printing.

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Established in England 1830

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¶ Real economy consists not so much what you pay for your Inks per pound, but rather in the quality and number of impressions per day and the everlasting satisfaction of knowing there will be no "Come back" when the job is delivered.

¶ There is no time wasted in make-ready or running a job where D. H. R. Inks are used, and whether on quick changes or long runs the results are uniformly the same.

¶ Why not join the PROGRESSIVES who are making good with D. H. R. Inks?

Denny, Hilborn & Rosenbach

PHILADELPHIA, PA.

GEO. RUSSELL REED CO., SAN FRANCISCO, CAL., Agents for the Pacific Coast.

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of the Star Composing Stick Never Change

We have never allowed our Composing Sticks to suffer a "job-lot" or "clearance" sale. The *quality* and *cost* of production are so closely related to the selling price as to prohibit any fluctuation in *selling price*.

Our German Silver Composing Stick



is a beauty, possessing all the high qualities of our regular steel Star composing stick, and is justly "a tool of quality for the particular printer."

German silver sticks will not rust or corrode, will outlast steel sticks, are of value to printers in sea-coast districts, are not affected by perspiration.

MADE IN ALL POPULAR SIZES.

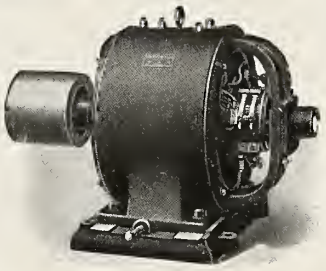
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The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

What Is Power Costing You?



Am I paying more than necessary for power? Can I cut my operating expenses? What form of drive is best suited to my requirements?

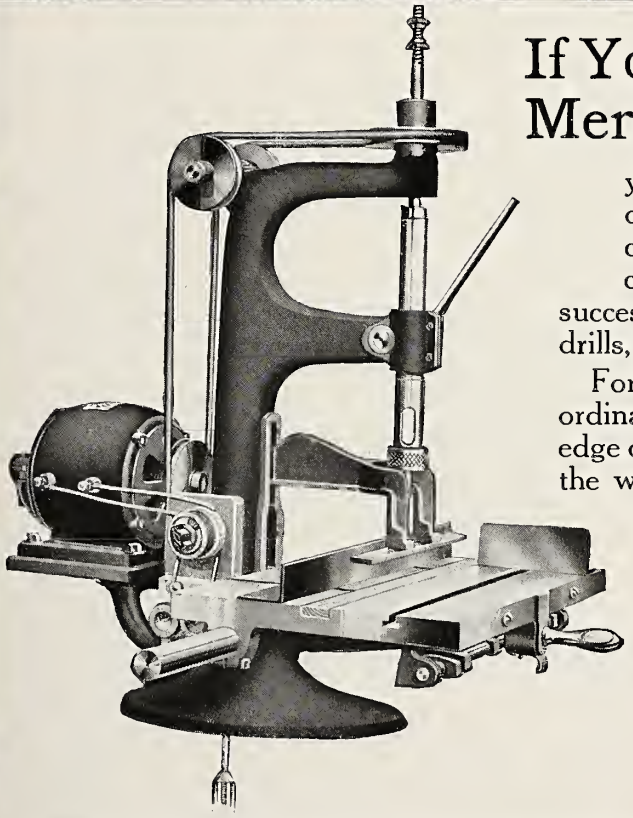
These are vital questions to any printer. Do *you* know the answers? If not, write for our copyrighted book "The Printer's Guide." It is free, and contains a fund of valuable information.

We have furnished motors for printing-press duty since 1889—23 years—and some of the original motors are still in service.

The Triumph Electric Co.

Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES



If You Will Investigate the Merits of this Paper Drill

you will quickly concede that it is—by reason of its simple mechanical features and its successful operation—entirely outside the field of competition. It stands alone as the one most successful paper drill on to-day's market. It really drills, and drills with satisfaction.

For thick drillwork beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM PAPER DRILL will do the work. Especially adapted for railroad tariffs, telephone directories, order blanks, calendar cards and similar work.

A Few Special Features

The table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

Drills are hollow—a very important feature—avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through.

Ask for our descriptive leaflet supplying further details.

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New York Office: 180 Fulton St.



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GET OUT YOUR BUSINESS STATIONERY NOW AND WRITE:

"HERRICK,—Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25c.; you can take it off the first $3.50 order.
The books will give you a lot of valuable advertising ideas.

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WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

TELEPHONE CALUMET 1060

Western Paper Stock Co.

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ALL KINDS OF WASTE PAPER

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Matrices and Moulds Saved!

All our Matrices and Moulds were saved from the unfortunate fire of April 9th. The casting machines are still intact and the brass rule department undamaged. The business will continue, and we have been able to draw from stock of branch houses and agencies and are filling all orders as usual.

THE H. C. HANSEN TYPE FOUNDRY

Established 1872 — 190-192 CONGRESS STREET, BOSTON

A Modern Monthly— All About PAPER

The PAPER DEALER

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER

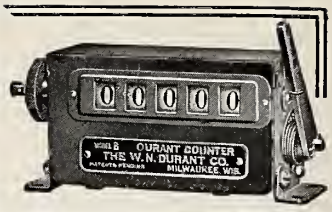
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DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengable. Our job press attachments are equally dependable.

THE W. N. DURANT CO.
528 Market St. Milwaukee



"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

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MADE BY

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ELF — ECLIPSE — (PN) ELF — B. B. B. — DIAMOND — ACME

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KEYBOARD PAPER

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New York Office: 320 Fifth Avenue



REDINGTON COUNTERS

ALWAYS RELIABLE

Will save you money by your knowing the exact output of your presses, folding machines or any automatic or other machine where a correct count is required.

Price $5.00 U. S. A.

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Cast by Mold from Woodcut

ADJUSTABLE HAND TYPE MOLD

FOR CASTING SORTS

A convenience; a time and money saver without equal in any printing-office. No waiting for matrices to dry. Put the letter or small cut in the mold, pour hot metal in and you have a matrix instantly; then cast up any number of duplicates you desire from the matrix. Send me a letter, 6 to 72 point, and I will cast you sample matrix and duplicates. SEND FOR CIRCULAR

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A. F. WANNER PROP.

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Chandler & Price Machinery, Golding Presses, Swink Cylinders, Challenge Products, Hamilton Wood Goods, Motors and Printing Material, Rebuilt Machinery.



Quick Stringing Saves Time. Universal Loop Adjustable from 1/8 to 5/8 of an inch.

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Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.

Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

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This cut illustrates one of the various sizes of hangers for books 3/4 to 2 inches in thickness.



Why the Potter Proof Press saves time

(1) Of all methods of applying hand power, the crank movement driven from one position is the most efficient. The given energy of a day's labor (boy or man power) will, therefore, yield the largest output on the Potter Proof Press with its easy crank movement. With the further aids of convenience of all parts and of each operation the machine conforms to the principles of Scientific Management.

¶ This greater speed has induced hundreds of plants to replace older, slower machines with Potter Proof Presses.

(2) The rigid cylinder press impression makes certain the prompt detection of defective letters, wrong fonts, low cuts, etc., before they reach the pressroom, thus reducing the idle time of the most expensive equipment—the printing-presses. Much of the make-ready can also be made on this proof press.

¶ Many Potter Proof Presses have been sold on the strength of this service alone.

(3) The registering devices on the Potter Proof Press offer finished color-proofs, and its design makes possible perfect press proofs. Both of these have heretofore required the time of skilled men and costly machinery.

Our address is

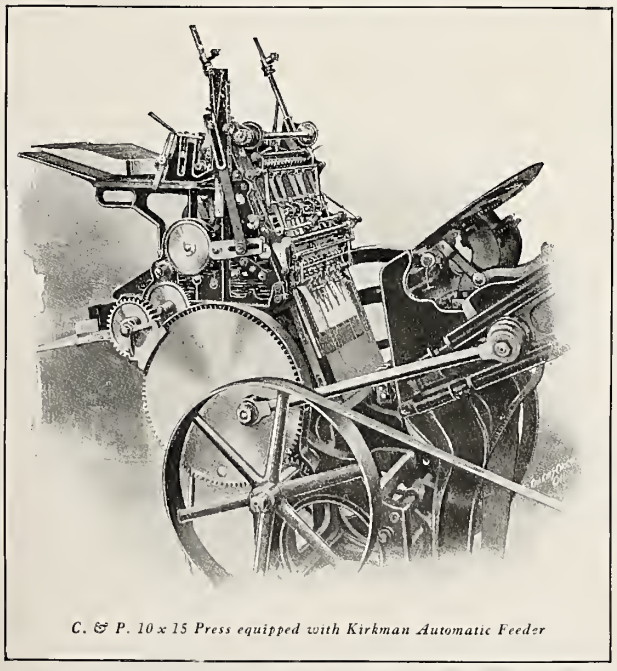
A. F. WANNER & CO.

431 S. Dearborn St.

CHICAGO

The Potter Proof Press will plug many a leak, and to be without it is an extravagance.

We Will Prove to Any Responsible Printer



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

THAT the **Kirkman** Automatic Gordon Feeder is a mechanical feeder that will make good and a feeder that will pay its own way.

The printer who is anxious to know more about our proposition should investigate our "free trial plan." Our plan affords the printer a test and actual proof of just what our feeder can do.

Here Is Our Offer:

We will ship on trial to any reliable printer a **Kirkman** Automatic Job Feeder. There are no strings to this offer. Can be applied to any 10 x 15 C. & P. Press.

Write at once for full particulars

AUTOMATIC PRESS FEEDER COMPANY

509 South Dearborn Street, CHICAGO, ILL., U. S. A.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

The Coming Desirable Operator

will be a compositor who is proficient at display work. The three and four magazine linotypes are responsible for this. They open a new field for the job compositor. The knowledge he has been acquiring at the case can be applied in 100 per cent quantity to the machine, provided he can operate it.

¶ If he can not, then the opportunity of a lifetime is to learn the linotype. That can be done at

The INLAND PRINTER TECHNICAL SCHOOL

632 S. SHERMAN STREET CHICAGO, ILL.

¶ It is the oldest, best and most successful of the linotype schools. Drop a postal; get our booklet, "Machine Composition." It will tell you what we do, and what some of our students say about it.

THE INLAND PRINTER TECHNICAL SCHOOL

632 South Sherman Street, Chicago, Ill.

DEER LAKE

WEDDING

SNOW WHITE—VELLUM FINISH

High-Grade Paper and Bristol for Announcements Menus, Folders, etc., at a popular price.

Wedding Invitations

¶ Note Sheets in FIVE correct and fashionable sizes with Inside and Outside envelopes to match, separately or in handsome cabinets of 50 complete sets.

¶ Examine quality, color and finish; compare with any Wedding Paper you know of; then consider the price and—*judge for yourself.*

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Increase Your Sales—Decrease Your Losses
Consult the Specialists Who Know

Fifteenth TYPO *Year*

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

The Typo Mercantile Agency
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A Progressive Printer

Must needs install the

Mech. Chalk Relief Overlay Process

so as to produce overlays at the
MINIMUM COST OF PRODUCTION

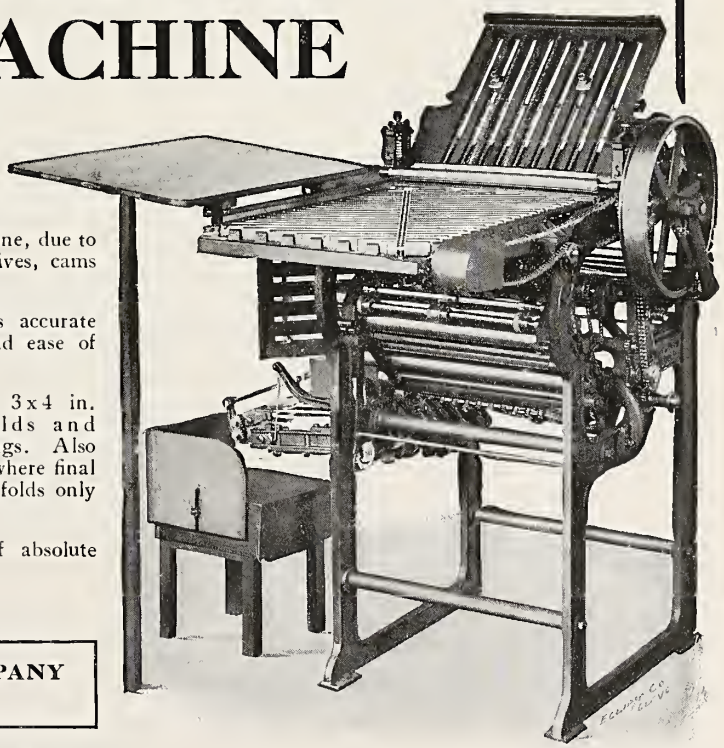
For samples and literature, address

WATZELHAN & SPEYER
183 William St., New York

More and more printers and bindery operators are recognizing the absolute reliability and adaptability to all classes of work (difficult or otherwise) of this modern Folding Machine. You will be an enthusiastic user after installing a CLEVELAND.

THE CLEVELAND FOLDING MACHINE

[WRITE FOR CATALOG AND SAMPLE FOLDS



SPEED— Greater than that of any other folding machine, due to its simplicity of construction. No tapes, knives, cams or changeable gears used in folding.

PERFECT REGISTER obtained by its accurate construction and ease of adjustment.

RANGE OF WORK— from 19x36 to 3x4 in. parallel. Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs. Also regular 4s, 8s and 16s book folds, from sheets 19 x 25 down to where final fold is not less than 2½ x 3 inch. Makes accordion and many folds only possible to make on a CLEVELAND.

GUARANTEE— Backed by a guarantee of absolute satisfaction.

Write to-day for full particulars

THE CLEVELAND FOLDING MACHINE COMPANY
CLEVELAND, OHIO

"Fell in Love with the Little Fellows"

The Poffenbarger Printing Co., of Peoria, Ill., wrote in December:

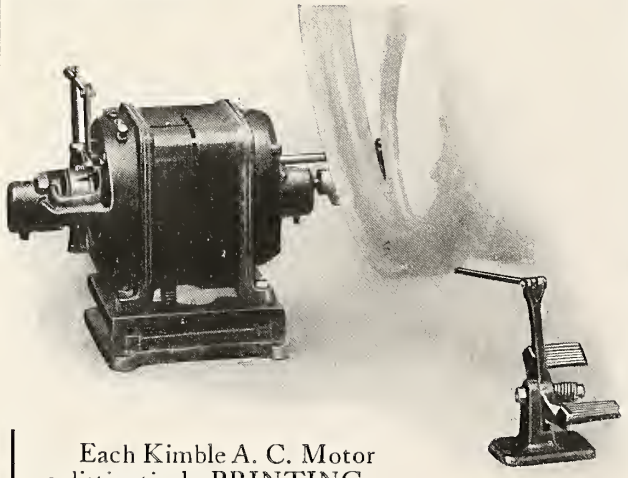
"We recently bought out a small printing-plant that had two of your Kimble friction-drive printing-press motors — one quarter-horse and one half-horse power — and we have fallen in love with the little fellows so much that we will surely equip the rest of our jobbers with them when we make any changes in equipment."

A case of "love at first sight" that grows stronger day by day.

And all printers say the same thing.

Little Kimble A. C. Motors for little jobbers.

Larger Kimble A. C. Motors for larger jobbers, and larger still for ponies, and quite "big fellows" for cylinders.



Each Kimble A. C. Motor a distinctively PRINTING-PRESS motor that delivers an infinite variety of speeds, up and down the scale, under control of a foot lever.

"A Touch of the Toe
To Go Fast or Slow"

and when you cut speed you cut current cost correspondingly.

Fool-proof — for ordinary fools at least — always on the job — wonderfully inexpensive in purchase-cost, in installation-cost and in operation-cost.

Alternating Current Only

We'd like to help you on your direct current, but can't.

"Kimbleize your shop and paralyze your power bill." Not for presses alone, but for linotypes, cutters, stitchers, folders, etc.

Send for the Kimble catalog, and tell us the types and sizes of machines to which you might connect motors, so we can quote intelligently.

Kimble Electric Company
1125 Washington Boulevard *Chicago*

If You Operate Gordon Presses You Can Not Get Along Without This!

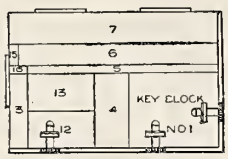
We have invented an attachment which will convert your Gordon into an *automatic self-feeding* machine.

The machine for doing this work is a little attachment that is fastened to the feed-board in such a way that it can be detached, and the press used for the ordinary hand feed, in about five minutes. It is operated by a bar that is attached to the side-bar of the press, being driven by the momentum of the press. The sheet is fed in from the roll from underneath, being placed in the front or rear as convenience requires; passing up through the center of the press it is drawn through the machine to the distance required and cut off. There is also a slitting, perforating or scoring attachment that can be used at will.

This machine will fill a long-felt need, and the price will be within the reach of any printer.

Send for full particulars

De Boise Bresnan Company
23 Park Row, New York



PLATES once fixed on Wilson Blocks stay till the cows come home, and the end of the run registers with the beginning —

Which explains their extensive use on first color runs of color jobs. Registration is easy when the initial run is exact.

Wilson Blocks are also the best book blocks to be had.

Special sizes and designs of solid or sectional iron blocks handled capably and quickly.

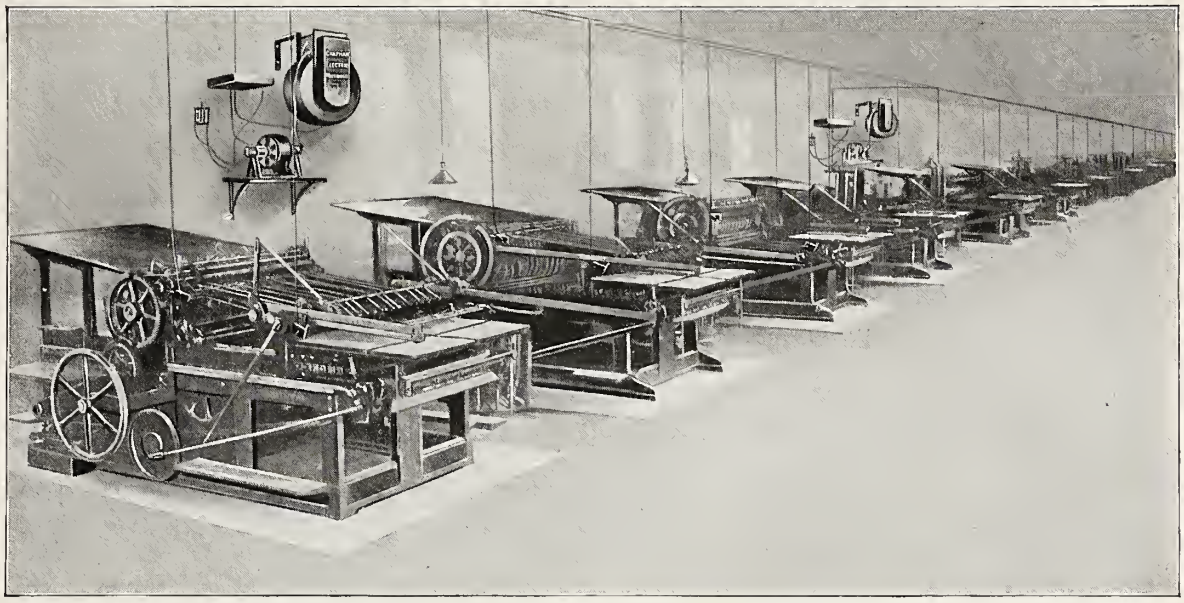
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431 South Dearborn Street CHICAGO

U. P. M.—The Trade-Mark of Quality

ELECTRICITY

The marvel of the 19th and 20th Centuries becomes an obstacle in the operation of Cylinder or Rotary Presses, particularly during the winter and early spring months.

It creeps insidiously into the paper. Hampers the feeder. Annoys the pressman. Reduces output. Wastes stock.



Untold efforts have been made to eliminate Static Electricity from paper stock. Only one method has uniformly succeeded.

WE ALSO BUILD

U. P. M. AUTOMATIC CONTINUOUS PILE FEEDERS

Feed accurately, time-savingly and always one sheet at a time.

The U.P.M. Chapman Electric Neutralizer

The fact that we have equipped 4,000 presses tells its own story.

Why Not Yours?

WE ALSO BUILD

U. P. M. VACUUM BRONZING MACHINES

Do their work without discomfort to operator or waste of material.

SOLE SELLING AGENTS

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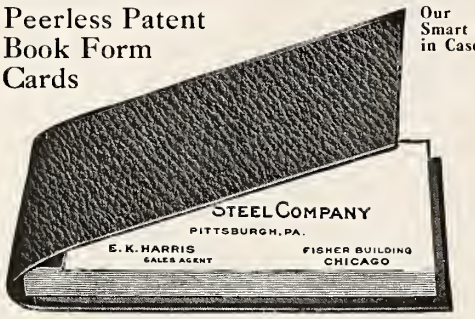
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638 Federal Street, Chicago

Winning With Cards

is not a gamble when you sell your customers the best business and calling cards the world affords — the famous

Peerless Patent
Book Form
Cards



backed by the insistent ever-growing demand of the users of cards the world over. Used once, no other card ever satisfies. Don't that fact hit the heart of your business ambitions and tell you in plain common-sense business language that these cards will not only hold old customers but win you numerous new ones? Try it. Let these cards do to your business what they have done to the business of the makers of the cards, substantially established on 53 years of successful experience. Write to-day for prices to the trade and samples of these book form cards; cards are detached as used, all edges absolutely perfect; they reduce card expense because every card is used; always clean; always perfect; always together.

The John B. Wiggins Company
Established 1858
Engravers, Die Embossers, Plate Printers
52-54 East Adams Street Chicago

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The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

OUR MATRIX LIBRARIES

permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

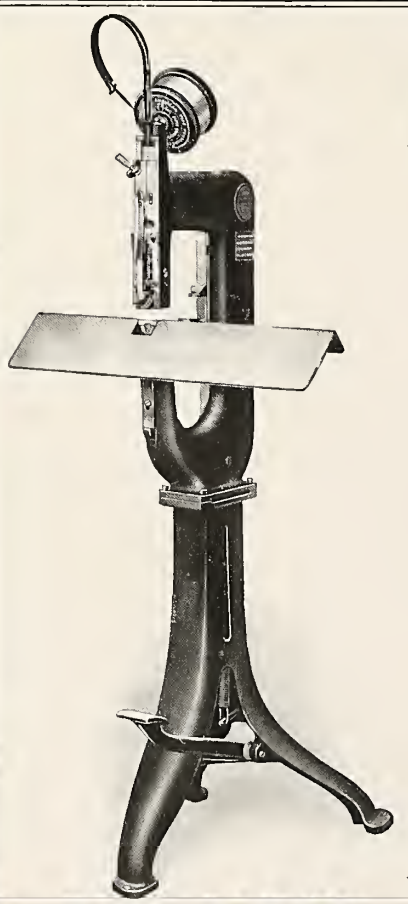
Address for all prices and details

UNIVERSAL
TYPE-MAKING MACHINE CO.
321-323 North Sheldon Street
CHICAGO, ILL.

NR

Another New One!

Foot Power Boston Wire Stitcher No. 5



No. 5 Foot Power Boston Wire Stitcher

— Capacity, two sheets to one-half inch, with flat and saddle tables.

— Wire used, No. 28 round to No. 21 x 25 flat, the latter for heavy work.

— Single adjustment for all parts, wire automatically regulated to thickness.

— Has wire straightener and every labor-saving and work-perfecting feature.

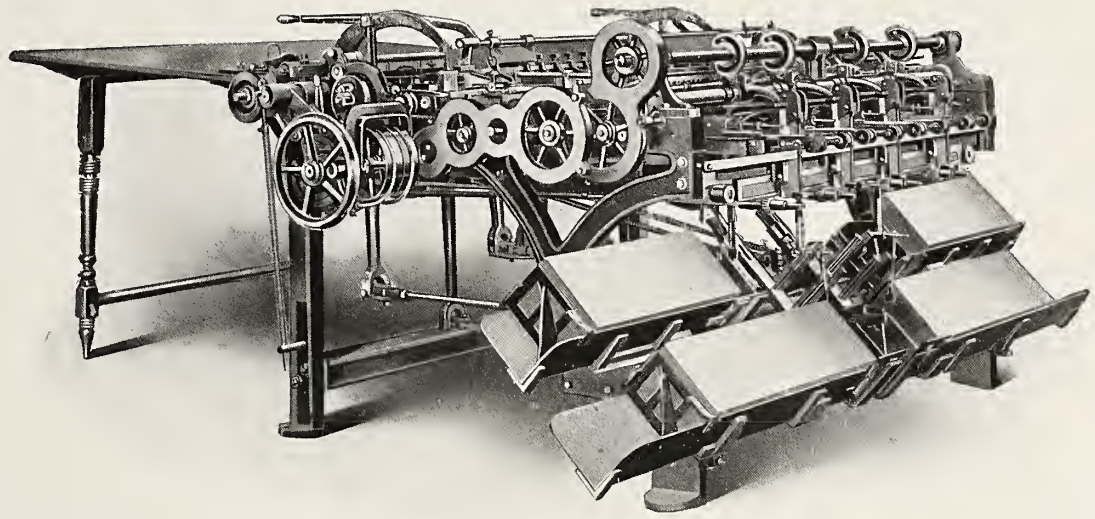
— Write the general selling agent for prices and terms, or representative dealers.

AMERICAN TYPE FOUNDERS CO.

DEXTER QUADRUPLE FOLDERS

Permanently Reduce Cost of Book or Magazine Folding

With an automatic feeder, will fold 8,000 to 10,000 sixteen-page signatures per hour, that can be either packed separately or inserted, making two 32-page sections.



The "Dexter Standard Quad" is the only form of quadruple folding that securely locks the pages together in each signature. For work that is to be sewed this quadruple has no equal—the sections can not fall apart.

DEXTER FOLDER COMPANY

Folders — Cross Feeders — Pile Feeders — Cutters

NEW YORK **CHICAGO** **PHILADELPHIA** **BOSTON**

Dodson Printers Supply Co.
Atlanta, Ga.

The J. L. Morrison Co.
Toronto, Can.

Brintnall & Bickford
San Francisco, Cal.

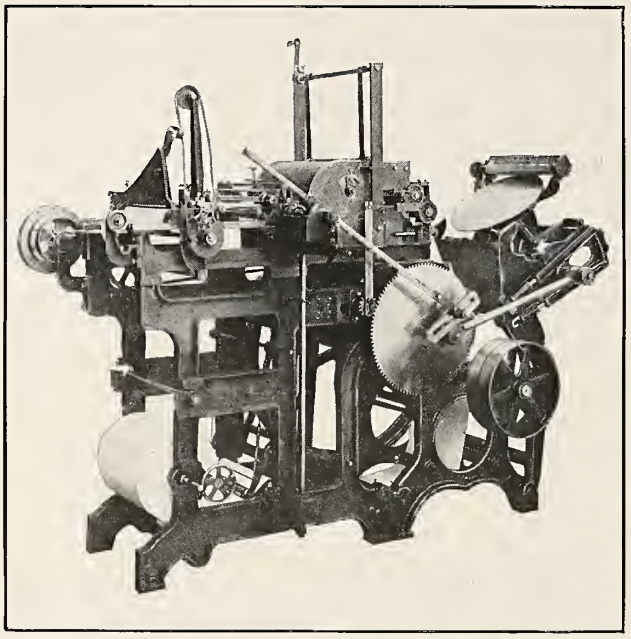
TOLEDO WEB PERFECTION JOB PRINTING PRESS

Prints from the roll automatically, in One or Two Colors.

Does Perfect Bronzing, every objection to Bronze-work being eliminated by it.

Rewinds, Cuts, Slits, Perforates, Punches, Numbers, Counts, etc., all in one operation.

Prices, sizes and further information furnished on application.



A specially made, extra heavy Chandler & Price Gordon Press is the foundation unit.

Solidly and substantially built. Simple in construction and comparatively inexpensive.

An ideal press for job-printers and *manufacturers who do their own printing.*

Does away with unnecessary waste in handling, feeding and expense.

See Editorial Notice in the April Number of The Inland Printer, page 122.

TOLEDO WEB PRESS MFG. CO., Toledo, Ohio

Now on Sale

Letters & Letter Construction

With Chapters on Design and Decoration

By F. J. TREZISE

New Ideas for Printers and Designers

"LETTERS and Letter Construction" presents the subject in a new manner—gives you the information you want in the way you want it. It is not merely a book of alphabets—it is a book of ideas. It is written by the chief instructor of the I. T. U. Course of Instruction in Printing, and is based on actual experience instead of theory.

¶ *Some of the features:* "Letters and Letter Construction" contains chapters on Roman Capitals, Roman Lower-case, Italic, Gothic, Lettering in Design, Decoration and Type Alphabets. It contains plates showing the decoration of various periods and peoples—excellent references for designers. It contains instruction on the designing of decorative borders, initials, etc. It contains information regarding the principles of design—the application of lettering to practical work. It treats of methods of reproduction and gives ideas that facilitate work.

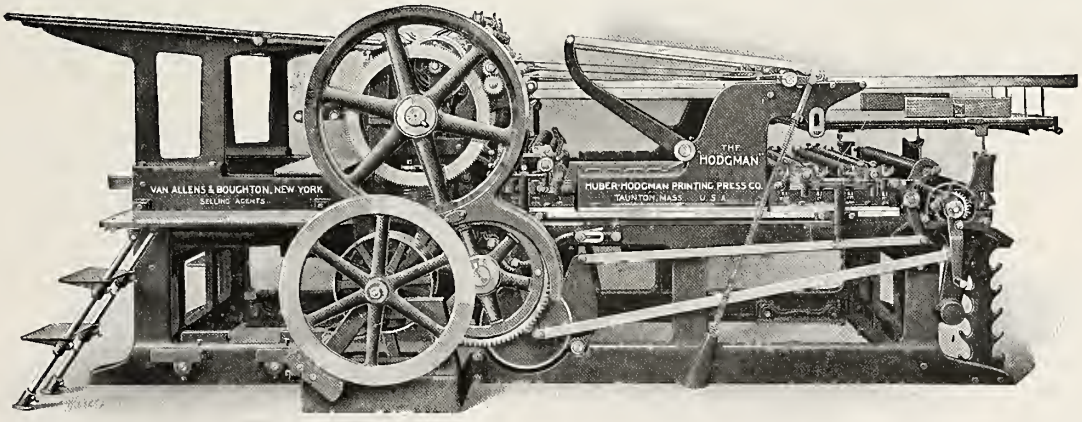
¶ It contains 160 pages and 131 illustrations, and is artistically bound in art canvas.

PRICE, $2.00

The Inland Printer Company, *Chicago*

632 Sherman Street

THE HUBER-HODGMAN PRINTING PRESS



THE HODGMAN

AMONG some of our customers having from two to six of the New Hodgman Presses, we refer to Stern & Co., Philadelphia; Joseph Mack Co., Detroit; Matthews, Northrup & Co., Buffalo; J. B. Savage Co., Cleveland; W. F. Hall Printing Co., Chicago; Kehm, Fietsch & Miller, Chicago; Commercial Printing Co., Akron, Ohio; Barta Bros., Boston. These are all large, first-class concerns, and are endorsers of the Hodgman, from their repeat orders.

The Hodgman Press is a modern machine with every labor-saving device for efficiency — no shoes, no heavy rack-hangers, cross-stays solid, five tracks, combination delivery, can be changed in one minute, speed equal to the capacity of the feeder. The Hodgman has a new principle in bed-driving mechanism, and so simple and durable it should never require a repair bill. Has no gates and springs to get out of order, no shoes to adjust. The cylinder can not be raised off the bearers and the impression will not give on the heaviest form. Let us talk it over with you.

VAN ALLENS & BOUGHTON

17 to 23 Rose Street and 135 William Street, New York

Factory — TAUNTON, MASS.

Western Office:
343 South Dearborn Street, Chicago
H. W. THORNTON, Manager
Telephone, Harrison 801

Represented direct by
P. Lawrence - - - - - London, England
G. Oudshoorn - - - - - Paris, France
Dr. Otto C. Strecker - Darmstadt, Germany
S. Cooke, Proprietary, Ltd., Melbourne, Australia



Danish Ledger

Ledgers must last. Danish Ledger is made of rags. It will carry records in perfect condition for the use both of present and future generations.

SOLD BY

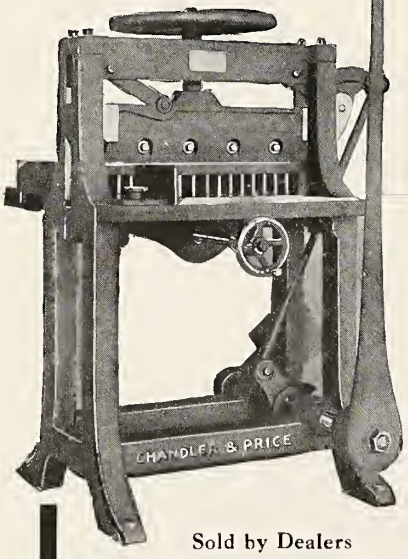
Albany, N. Y., Hudson Valley Paper Co.
Baltimore, M. D., B. F. Bond Paper Co.
Boston, Mass., Tileston & Livermore Co.
Buffalo, N. Y., R. H. Thompson Co.
Detroit, Mich., Chope-Stevens Paper Co.
Harrisburg, Pa., Donaldson Paper Co.
Indianapolis, Ind., Crescent Paper Co.
New York City, Miller & Wright Paper Co.
Philadelphia, Pa., Wilkinson Brothers & Co.
St. Louis, Mo., Mack-Elliott Paper Co.
Washington, D. C., B. F. Bond Paper Co.

MANUFACTURED BY

B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY,
MASSACHUSETTS

CHANDLER & PRICE STYLE



Sold by Dealers

Chandler & Price
Lever Paper Cutters

Simplicity — Built with fewest possible parts that will permit of accomplishing everything desired of a lever cutter — a thoroughly practical machine. (Note simplicity of style and mechanism.)

Adaptability — Made in three sizes, 23 in., 26 in. and 30 in. A deep throat and ample table permit of the handling of stock to the fullest capacity of machine.

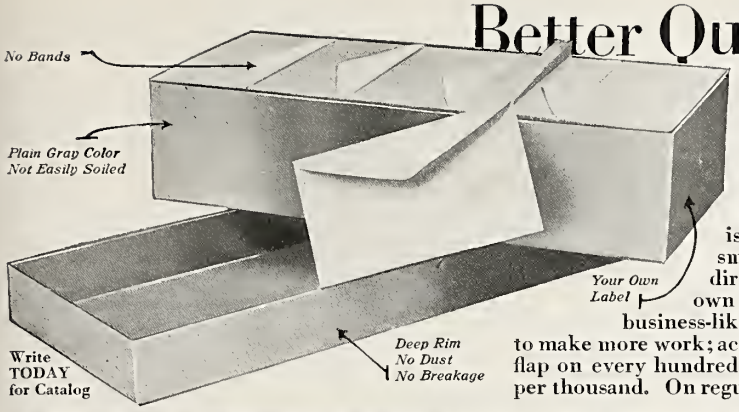
Reliability — The legs, braces, table and knife-bar are of heavy pattern and will withstand strains of largest cuts. The weights and lever are adjustable.

Durability — Extra metal so distributed as to strengthen parts exposed to strains, make the C. & P. Lever Cutter more durable than any other make. All parts are interchangeable.

Write for Details

Chandler & Price Co.
Cleveland, Ohio

Better Quality—Better Prices



Get Your Stock Envelopes in **Dust Proof**, Non-Soiling Boxes Direct from Factory

Our new deep lid box that **keeps out dust** and **doesn't break** is a decided advantage. The smooth, gray surface shows no dirt—that means a lot. Your own label is on every box—looks business-like—gets business. No bands to make more work; actual count kept by extending flap on every hundred. Cuts the handling cost 5c per thousand. On regular and special envelopes we can save you money over jobbers' prices. And Sure-Sticks are what you want, higher cut and better gummed—can't open up—hence no kicks.

Let us tell you all about our system of economy in envelope-making from sheets you printed with the aid of our layouts.

A 10-M Trial Order
of any of our envelopes at CASE PRICE.

WESTERN STATES ENVELOPE COMPANY, Exclusive Manufacturers of Guaranteed SURE-STICK ENVELOPES 311 and 313 EAST WATER STREET **Milwaukee**

Franchise Bond

"Value Extraordinary"

Ream lots, 7¾c per lb.
Case lots, 7¼c per lb.

Parker, Thomas & Tucker Paper Co.

"Profit Producing Printing Papers"

514-522 Sherman Street — Chicago, Illinois

Eagle Printing Ink Co.

24 Cliff Street, New York

Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.

Western Branch:
705 S. Dearborn Street, Chicago.

Factory:
Jersey City, N. J.



Wesel Electric Self-Inking Proof Press. Hundreds in use. You push the treadle and the press does the rest. Works by hand also.

Be Up-to-Date

When the old-fashioned galley proof press gets too old-fashioned for you, do not make the mistake of buying a proof press that is not at least self-inking.

Wesel makes four styles, and many sizes of each style, of self-inking proof presses, also self-feeding and self-inking; all of long established effectiveness.

Send for booklet and read "20th Century Proofing"; the list of users and testimonials is convincing.

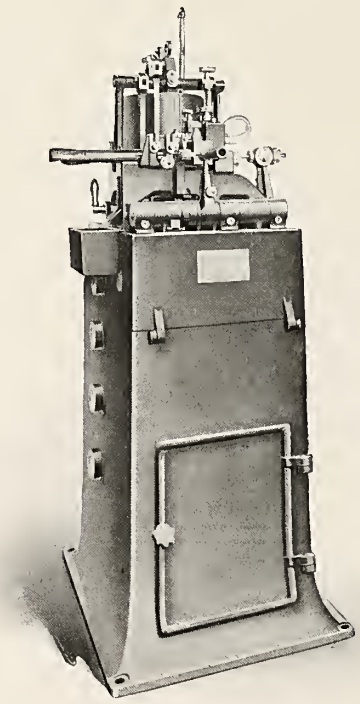
F. Wesel Manufacturing Co.

Main Office and Factories: 70-80 Cranberry St., Bklyn, N.Y.
New York Salesroom: 10 Spruce Street
Chicago Office: 431 South Dearborn Street

Manufacturers of Printing Materials and everything for Photo-Engraving, Stereotyping and Electrotyping

There is No Excuse for Buying Type

You Can Make It Cheaper, Quicker and Better with a THOMPSON TYPECASTER



There Are More Thompson Typecasters in Use To-day Than Any Other Make of Typecaster THERE'S A REASON—And a Good One

One Thousand Matrix Faces to Select from
Matrix Libraries in Chicago and New York

Easy Rental Plan and Terms of Purchase

Thompson Type Machine Company

624 SHERMAN STREET, CHICAGO

Selling Agents: Mergenthaler Linotype Co., New York

Chicago **New Orleans** **San Francisco** **Toronto**

Set in Series No. 5, made by the Thompson Typecaster

OLD COUNCIL TREE BOND



Master Printers: Say to your customers

that "As soon as the display advertising appears in newspaper and magazine, the *work of the printer begins.*" For advertising is *waste* if the follow-up is inartistic or unimpressive.

No advertiser can get along or make his publicity

count without the aid of a first-class printer who not only does good work, but *thinks* while he is doing it. Artistic letter-heads, artistic circulars, artistic booklets — these are absolutely essential to the success of any advertising campaign.

OLD COUNCIL TREE BOND was designed for

just such uses — for business letter-heads which make the recipient think there is *good business principle behind them.* It is a crisp, crackling, strong, dignified, most impressive bond, and it is *more than half sold* before the printer mentions it. National advertising has done your sales-work for you — and anything that is half sold before you get to work, saves you *time, labor* and *money.*

OLD COUNCIL TREE BOND can be had of any of the following distributors:

BALTIMORE, MD., B. F. Bond Paper Co.
BRANTFORD, CAN., Barber, Ellis, Ltd.
BUFFALO, N. Y., Alling & Cory Co.
CHICAGO, ILL., Chicago Paper Company.
CHICAGO, ILL., Graham Paper Company.
CINCINNATI, O., Chatfield & Woods Co.
CLEVELAND, O., Union Paper & Twine Co.
DALLAS, TEX., West-Cullum Paper Co.
DENVER, COLO., Graham Paper Company.
DETROIT, MICH., Chope, Stevens Paper Company.
HARLEM, N. Y., J. E. Linde Paper Co.
HAVANA, CUBA, National Paper & Type Company.
INDIANAPOLIS, IND., Indiana Paper Co.
ITHACA, N. Y., T. G. Miller & Sons Paper Co.
KANSAS CITY, MO., Graham Paper Co.
LANSING, MICH., Dudley Paper Co.
LOS ANGELES, CAL., Blake, Moffit & Towne
MEXICO CITY, MEX., National Paper & Type Co.
MILWAUKEE, WIS., E. A. Bauer Co.
MILWAUKEE, WIS., Standard Paper Co.
MINNEAPOLIS, MINN., Minneapolis Paper Company.
NASHVILLE, TENN., Graham Paper Co.
NEWARK, N. J., J. E. Linde Paper Co.
NEW ORLEANS, LA., Graham Paper Co.
NEW YORK, J. E. Linde Paper Co.
NEW YORK, Geo. W. Millar & Co.
OMAHA, NEB., Carpenter Paper Co.
PHILADELPHIA, PA., I. N. Megargee & Company.
PITTSBURGH, PA., Chatfield & Woods Co.
PORTLAND, ORE., Blake, McFall Co.
ROCHESTER, N. Y., Alling & Cory Co.
SAN FRANCISCO, CAL., Blake, Moffit & Towne.
SEATTLE, WASH., American Paper Co.
SPOKANE, WASH., Spokane Paper & Stationery Company.
ST. LOUIS, MO., Graham Paper Company.
ST. PAUL, MINN., Wright, Barrett & Stillwell Company.
TACOMA, WASH., Tacoma Paper & Stationery Company.
TORONTO, CAN., Barber, Ellis, Ltd.
WASHINGTON, D. C., R. P. Andrews Paper Company.
WINNIPEG, CAN., Barber, Ellis, Ltd.

OLD TRADE MARK TREE COUNCIL

NEENAH PAPER COMPANY

MANUFACTURERS OF LOFT-DRIED WRITING PAPERS.

NEENAH. WIS.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

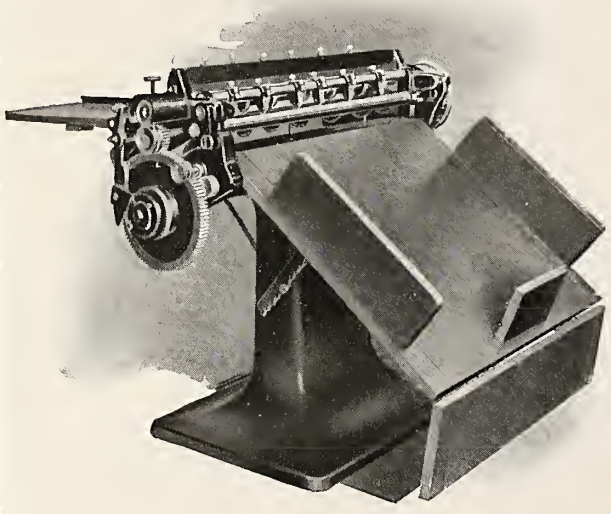
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

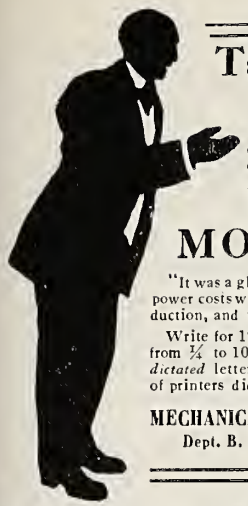
A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

SELLING AGENTS

GANE BROS. & CO. . . . . CHICAGO, ILL.
T. W. & C. B. SHERIDAN . . . . . CHICAGO, ILL. / LONDON, ENG.
S. KOCHANSKI . . . . . BERLIN, GERMANY
MILLER & RICHARD . . . WINNIPEG, MANITOBA
MIDDOWS BROS. . . . . SYDNEY, N. S. W.
E. C. FULLER CO., 28 Reade St., ... NEW YORK
THE J. L. MORRISON CO. . . . . TORONTO, CANADA
JOHN DICKINSON & CO. . . . Agents for South Africa and India
AMERICAN TYPE FOUNDERS CO. . . . . All Branches

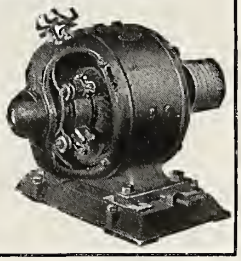


Take a Tip from the "Old Man"

"I fussed around with all sorts of power for a quarter century till a few years ago. Then I ripped out all the antiquated stuff and installed

Watson Adjustable Speed

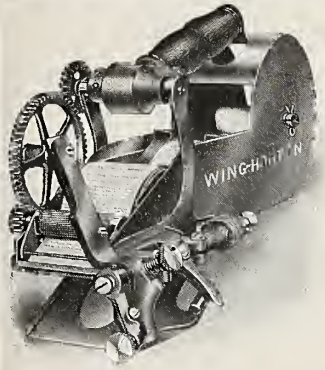
MOTORS



"It was a glad day. It knocked the power costs way down, increased production, and tickled '*yours truly*.'"

Write for 1912 catalog of all sizes from ¼ to 10 H.-P. — and a special *dictated* letter telling why hundreds of printers did like the "old man."

MECHANICAL APPLIANCE CO.
Dept. B. Milwaukee, Wis.



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

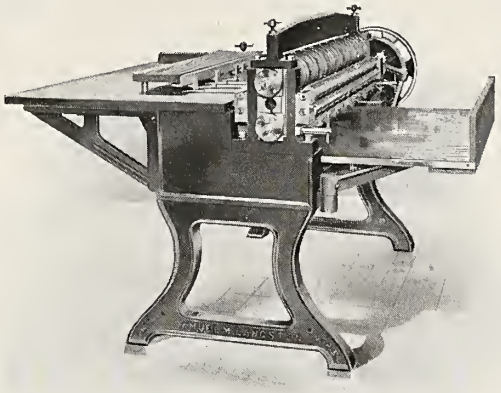
They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

THE LANGSTON ROTARY BINDERS' BOARD CUTTER



If you have

BINDERS' BOARD

or

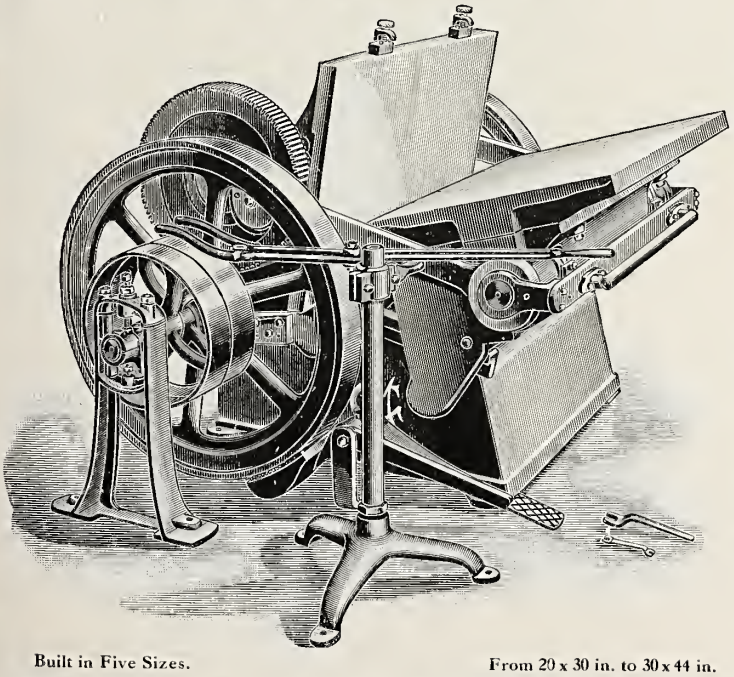
FINE CARD STOCK

to cut

Write

Samuel M. Langston
Camden, N. J.

UNIVERSAL — Gally Universal Cutter and Creaser



Built in Five Sizes. From 20 x 30 in. to 30 x 44 in.

Great strength and durability are essential in a machine of this character. Cutting and creasing on heavy stock requires enormous pressure — and a machine of weak construction can not perform the work. The Gally Universal Cutter and Creaser is constructed with the same care and excellent material as the famous Universal Press, and has been handling this work with great success for many years.

The Gally Universal was the *original* press in the field, and is therefore developed and constructed along the lines of many years' experience.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

The National Machine Co., *Manufacturers,* ***Hartford, Connecticut***

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

Think Of It!

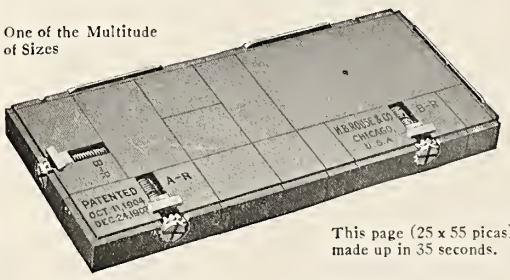
Why waste time with old-style material and devices, when you can buy the proven best methods?

With the right equipment you can do better work and more of it. The utmost efficiency in mounting and registering plates can only be secured with rigid iron bases and Climax register hooks, while for the usual run of book, booklet and catalogue work, the

Rouse Universal Block

is Supreme

One of the Multitude of Sizes



This page (25 x 55 picas) was made up in 35 seconds.

Any size page can be made up in from *15 to 50 seconds* and the plates clamped or released quicker than with any other system. *A single set* makes up eight pages into about *160 different sizes,* ranging from 17 x 25 to 35 x 51 picas, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or both width and length.

There's a big saving in make-ready, too

Be progressive. Order at least one set of Rouse Universal Blocks to-day — and let them prove their value in your shop.

Price, per set, including Steel Ratchet and Dustproof Case that fits a printers' stand, a practically universal and indestructible outfit, only $55. *Sold by dealers everywhere.*

"Modern Methods" explains everything.
Have you got *your* copy? *It's FREE.*

Made only by

H. B. Rouse & Company

2214-2216 Ward Street, Chicago

You have an unusual opportunity to reach the Office Appliance Dealer, Retail Stationer, and Purchasing Agent, through only ONE medium — the

Inland Stationer

Business Equipment Journal

¶ An examination of the magazine itself shows you why.

¶ The Office Appliance Dealer and the Retail Stationer subscribe for it because it handles the selling end of their lines in a business-like manner. Every issue contains articles of sales plans of real practical value.

¶ The Purchasing Agent subscribes for it because it keeps him in close touch at all times with the latest and best developments in business equipment.

¶ You can reach all three with *one* advertisement and at *one* price by using *only* INLAND STATIONER—**BUSINESS EQUIPMENT JOURNAL.** Let us send you some important facts.

Inland Stationer

Business Equipment Journal

624-632 Sherman Street
Chicago



"THE HUMAN FIGURE"

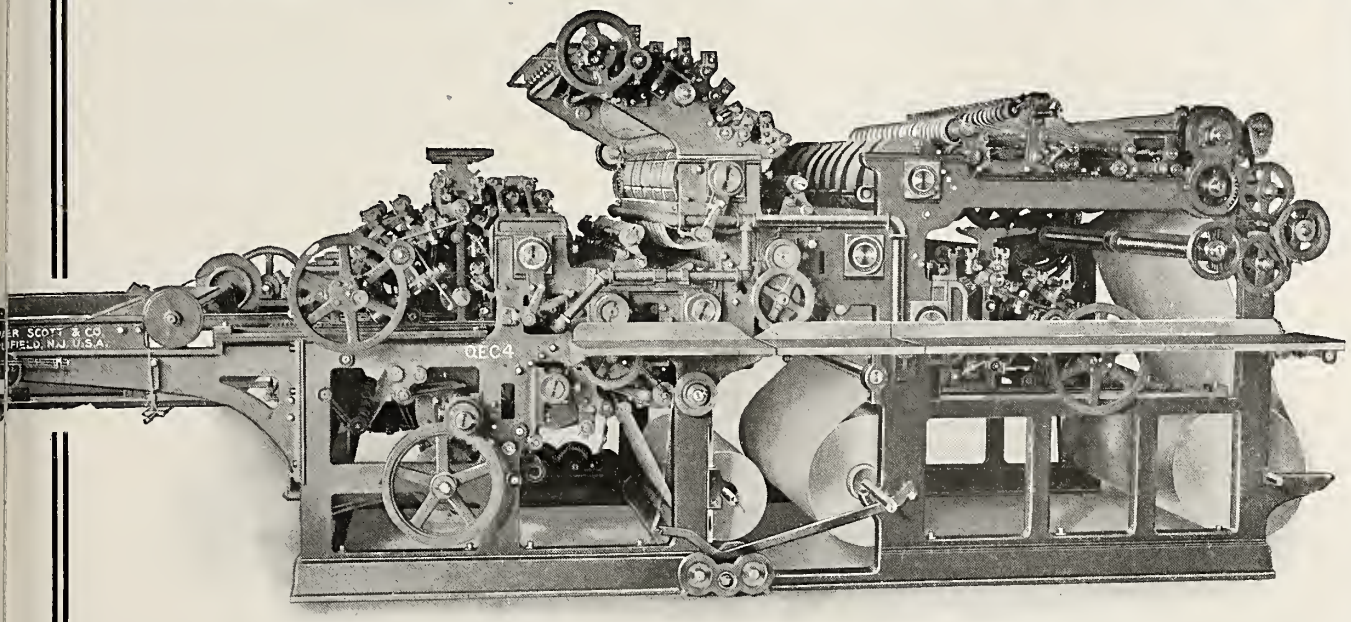
By JOHN H. VANDERPOEL

is the clearest exposition of figure drawing ever attempted. The construction of every part of the human form is minutely described, and illustrated by 330 sketches and 54 full page drawings. ¶ "THE HUMAN FIGURE" is indispensable to the commercial artist, the student, or any one desiring a better knowledge of pictures than his untrained eye can afford.

PRICE, $2.00

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

Printers Need Not Fret Who Are Using SCOTT ALL-SIZE ROTARY PRESSES



ONE OF OUR REPRESENTATIVES

was informed by the Superintendent of one of the largest printing-offices in the country that they had four rotary web presses that print one size page that had not been running for months because they had lost the contract for printing a certain publication and it seemed impossible to obtain work *exactly* the same size as the web presses would print.

With a Scott All-Size Rotary Press no printer need fret over losing a contract, for the press is capable of printing any size sheet. All that is necessary is to find out the exact size, order the paper the width desired, the press will cut it off the exact length, print same on one or both sides of the sheet and an extra color on one side, if desired.

You certainly should be posted on the developments and improvements on all-size rotary presses. We will be pleased to send you further information about these machines, or if desired will have our representative call and confer with you.

YOU CAN ALWAYS DEPEND ON SCOTT MACHINERY

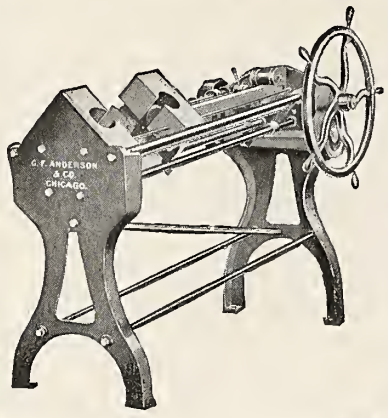
WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U. S. A.

NEW YORK, 1 Madison Ave. **CHICAGO, Monadnock Block**

Kindly note that our New York Office is now at No. 1 Madison Avenue.



MIGHT AS WELL HAVE IT NOW

— for it's a necessity for the bindery

A bindery is incomplete without a bundling press. Many have from 2 to 12 in daily operation.

In adding one to your equipment be sure to get the right one—the Anderson.

Immense power with little effort, strong and rigid construction—practically indestructible, moderate cost.

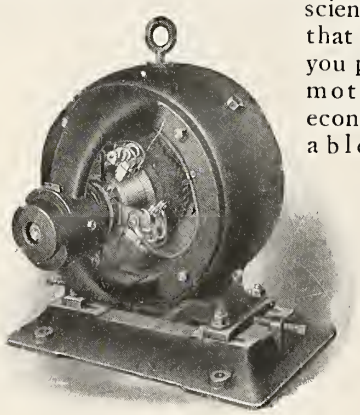
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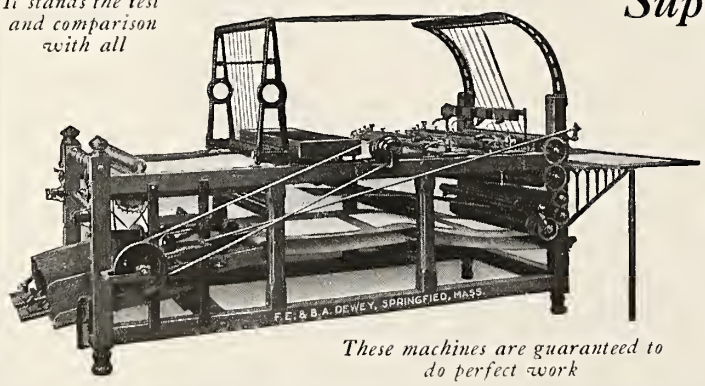


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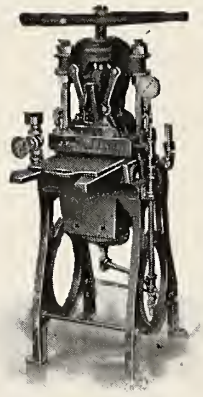
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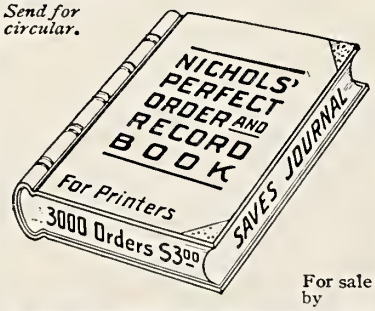
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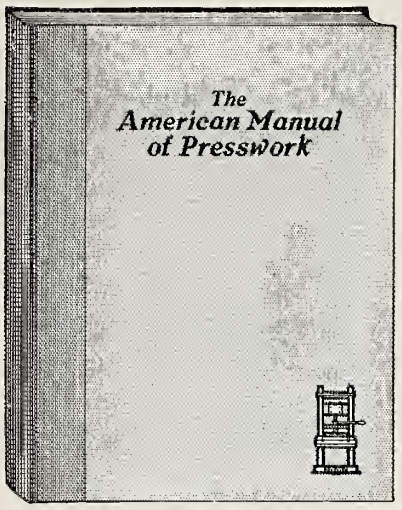
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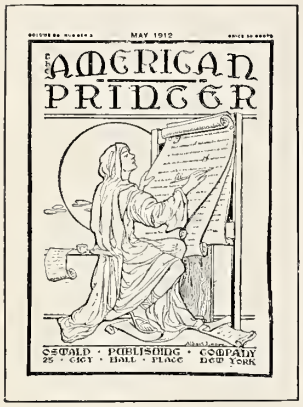
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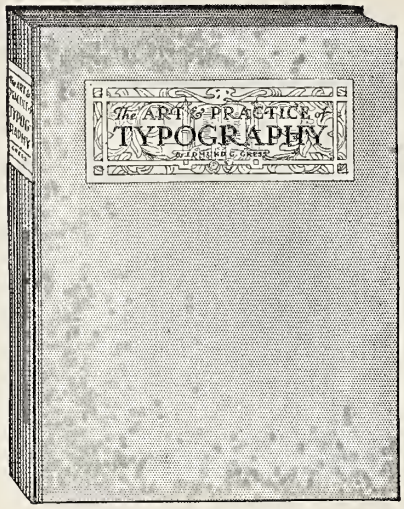
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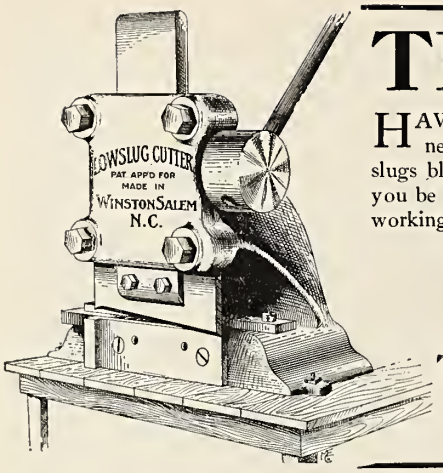
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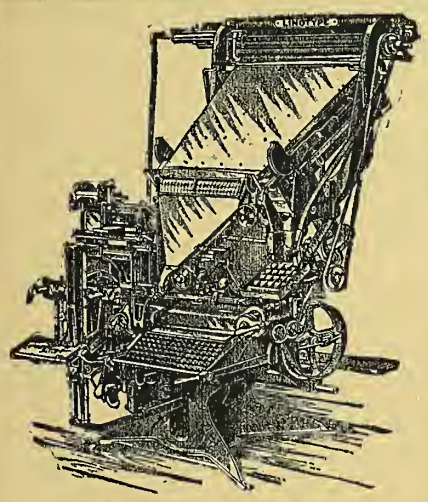
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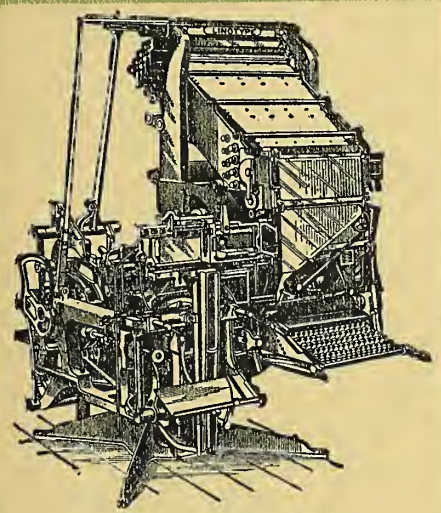
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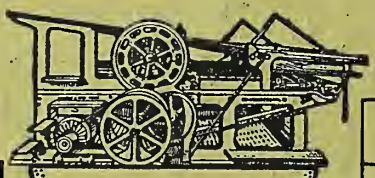
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Atlanta Paper Co. - - Atlanta, Ga.	1	
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"Butler Brands" of Standardized Writings

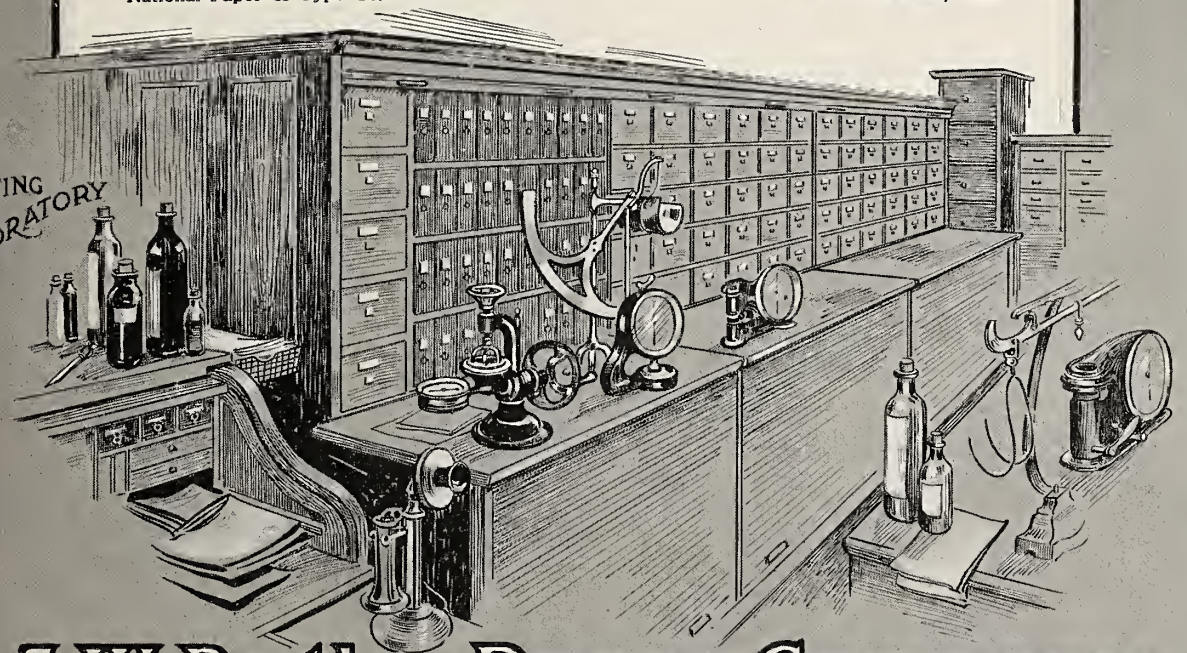




By our methods of testing and critically examining every shipment we maintain the highest possible degree of uniformity in our product and our standards are thus upheld. We take every precaution against shipping goods that are not right in every respect, with the result that complaints regarding quality are astonishingly rare. Our immense line of WRITINGS, including Ledgers, Flats, Bonds, etc., will prove decidedly interesting to you. To be informed you should get our samples and prices. When writing, include samples of papers you now use and state quantities you order at a time, and we will show you what we can offer. We will welcome this opportunity to demonstrate the value of "Butler Service."

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Company	Milwaukee, Wisconsin
Interstate Paper Company	Kansas City, Missouri
Southwestern Paper Company	Dallas, Texas
Southwestern Paper Company	Houston, Texas
Pacific Coast Paper Company	San Francisco, California
Sierra Paper Company	Los Angeles, California
Oakland Paper Company	Oakland, California
Central Michigan Paper Company	Grand Rapids, Michigan
Mutual Paper Company	Seattle, Washington
American Type Founders Co.	Spokane, Washington
American Type Founders Co.	Vancouver, British Columbia
National Paper & Type Co., (Export Only)	New York, New York
National Paper & Type Co.	City of Mexico, Mexico
National Paper & Type Co.	City of Monterey, Mexico
National Paper & Type Co.	Havana, Cuba



J. W. Butler Paper Company
Chicago.

ESTABLISHED 1844



Catalog Economy That Means Greater Profits For Shrewd Printers

This is an era of business economy. But it is not a time for economies that do not promote efficiency. Large users of catalogs realize this. They are willing to pay a fair price for a catalog that will produce greater results because it is more attractive and more serviceable. No catalog having a cover incapable of artistic printing and embossing, or of withstanding the strain of constant handling, can possibly be economical, because it is not efficient.

That is why there is to-day a greater profit and more catalog orders for printers using

Kamargo Mills

FOUNDED 1808

Catalog Covers

Printers whose estimates specify Kamargo Covers are making more money. They are winning new customers. *You* can do so, too. Each month, in SYSTEM, we are urging over 100,000 business executives — probably 500,000 users of catalogs — to ask their printers why it pays to use these beautiful, unusual, and most serviceable covers.

It will pay you to investigate Kamargo Covers and supply this information to *your* customers.

Simply write us on your letter-head *to-day*, and we will send you the Kamargo Mills Samples de Luxe. It is an interesting exhibit, showing 31 actual examples of the unusually beautiful effects obtainable with Kamargo Covers — a text-book on catalog treatment that will prove valuable to every printer. A copy is ready for *you*.

May we send it to you *now?*



Knowlton Bros., Inc.

Cover Dept. B

Watertown New York

Clearface Heavy Italic (Non-Kerning)

72 Point — 3 A $8 10 4 a $5 35 $13 45

FINE Designs

60 Point — 3 A $6 70 4 a $4 50 $11 20

Hunting MINER

48 Point — 3 A $4 50 4 a $3 00 $7 50

SECURE Compositor

42 Point — 3 A $3 30 6 a $3 30 $6 60

Remarkable PRINTING

36 Point — 4 A $2 75 6 a $2 50 $5 25

PRODUCTIONS Distributed

30 Point — 5 A $2 30 8 a $2 05 $4 35

HOUSE SECURED
Kingdoms Rejoiced

12 Point — 15 A $1 30 28 a $1 45 $2 75

PRESENT STRONG KNIGHTS
Ancient Steamship Floundering
Promote Government Inspector
Figure $1234567890 Charmed

24 Point — 6 A $1 75 10 a $1 75 $3 50

PRINTER REMOVING
Confectioner Advertises

10 Point — 16 A $1 20 31 a $1 30 $2 50

WRITES WONDERFUL HISTORY
Great Mechanic Inherited Property
Labor-Saving Brass Rule and Leads
Enormous Orders Received Friday

18 Point — 8 A $1 50 16 a $1 75 $3 25

OWNED UNIQUE MACHINE
Removing Marvelous Building

8 Point — 19 A $1 10 36 a $1 15 $2 25

DETERMINED MOUNTAINEERS HELPING
Prominent General Received Handsome Guns
American Type Founders Company Creation
Handsome Borders and Ornaments Produced

14 Point — 11 A $1 40 22 a $1 60 $3 00

DELIGHTFUL EXCURSION COMES
Clearface Heavy Italic Pleased Buyer

6 Point — 21 A $0 95 40 a $1 05 $2 00

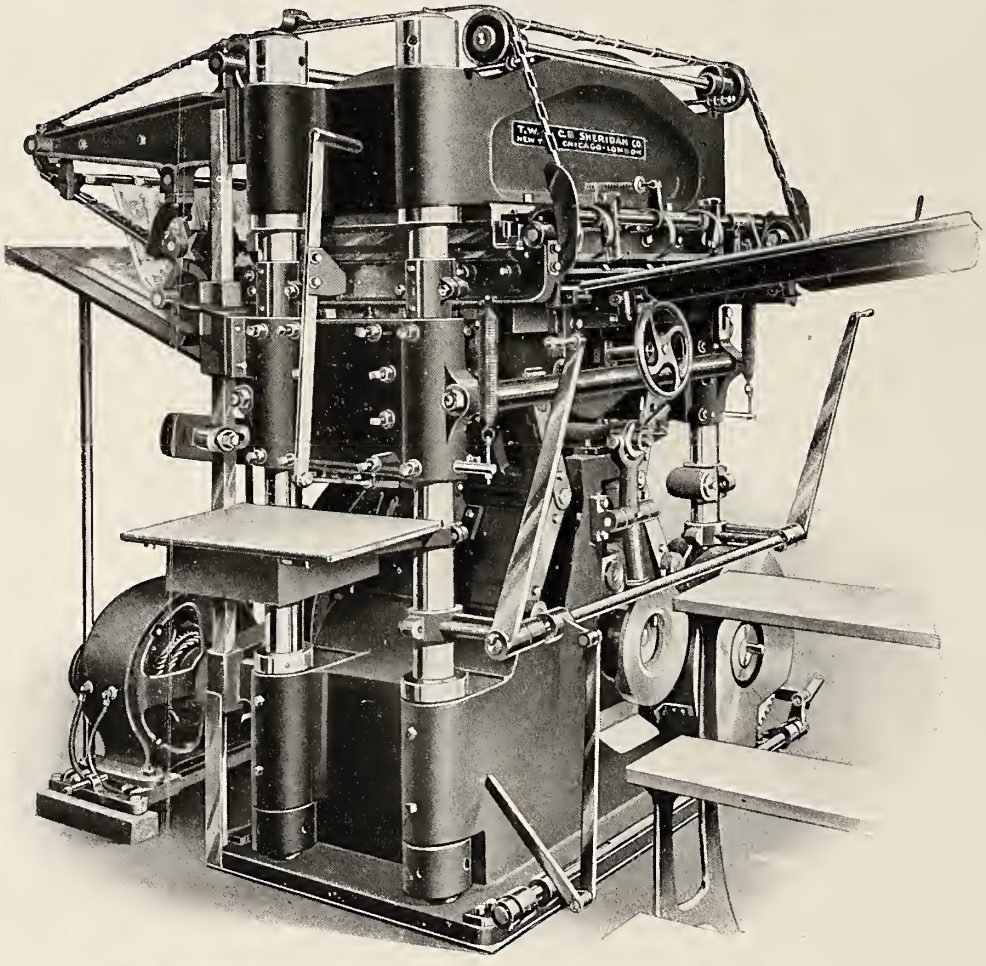
IMPORTANT DOCUMENTS FOUND LAST MONTH
Prosperous Merchants Returned From South America
Forty European Gymnasts Display Sensational Feats
Desirable Figures $1234567890 Printed Very Clear

American Type Founders Company

ORIGINATOR OF THE CLEARFACE FAMILY

THE FASTEST, MOST ACCURATE AND STRONGEST EMBOSSER ON THE MARKET

TWENTY IMPRESSIONS PER MINUTE



THE SHERIDAN CONTINUOUS FEED EMBOSSER

ABSOLUTELY INDISPENSABLE TO FIRST-CLASS LITHOGRAPHERS

The 9-B press takes a sheet 55 in. x 39 in. Embosses 55 in. x 38 in.
The 8-D press takes a sheet 46 in. x 35 in. Embosses 46 in. x 33 in.

THE FASTEST PRACTICAL CONTINUOUS FEED EMBOSSER

¶ An automatic device locks the gripper bar to which the sheet is fed. It is again automatically locked when the sheet is in the press, thus ensuring perfect register, the chain simply acting as a carrier to the continuous feed.

T. W. & C. B. SHERIDAN CO.

Established 1835

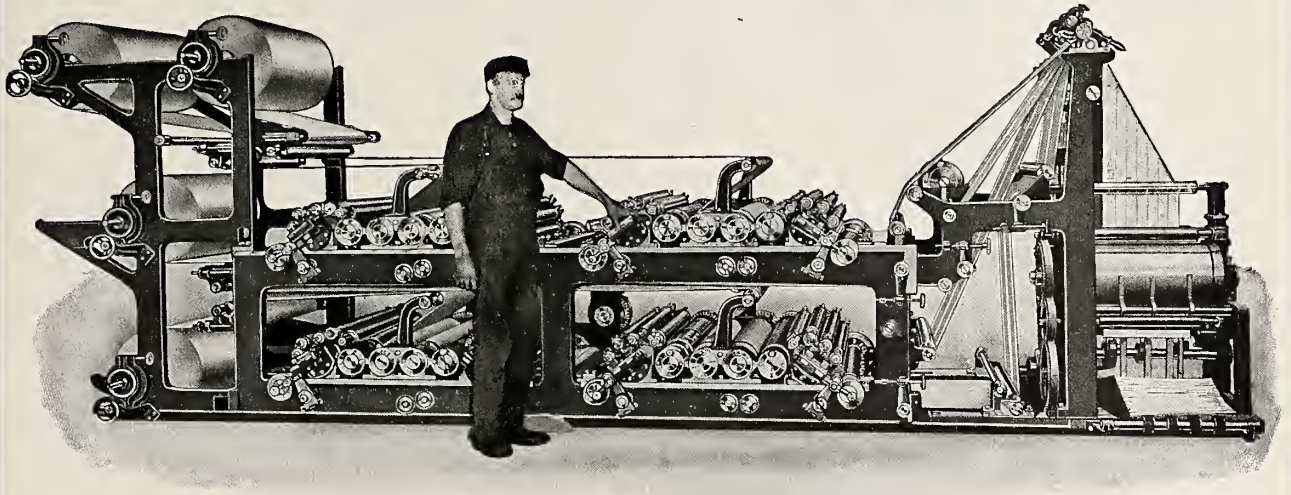
OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK — 17 S. Franklin Street, CHICAGO
65-69 Mount Pleasant, LONDON, E. C., ENGLAND

THE DUPLEX TUBULAR PLATE ROTARY PRESS

IT DOUBLES THE PRODUCT

Absolutely Single Plate ***No Half-Speed Devices***



THE SIXTEEN-PAGE DUPLEX TUBULAR PLATE PRESS
Capacity, 30,000 per hour of 4, 6, 8, 10, 12, 14 or 16 page papers. All book fold and at full speed from single plates

The **Duplex Tubular Plate Rotary Press,** carrying an equal number of plates, *will give* **twice the product** *of any other press.*

In the Duplex Single Plate Rotary there is **no collecting, no associating, no tapes, no half-speed cylinders.** It is smaller, more convenient, and far more cheaply operated than other corresponding machines and gives **twice the product.**

Time Saved — Labor Saved — Money Saved — Investigate It

OVER FIFTY NOW IN USE

Some Recent Customers

Our Customers Write Our Ads.

Phoenix, Ariz., Gazette - - - -	16-page	St. Petersburg, Russia, * * * -	8-page
New York City, L'Araldo Italiano	20-page	Paris, France, L'Information - -	16-page
Huntington, Ind., News-Express -	12-page	Ogden, Utah, Standard - - - -	16-page
Williamsport, Pa., Sun - - - -	16-page	Rome, N. Y., Sentinel - - - -	16-page
Asbury Park, N. J., Press - - -	20-page	Havana, Cuba, El Dia - - - - -	16-page
Fitchburg, Mass., Sentinel - - -	16-page	Hornell, N. Y., Tribune - - - -	16-page
Mexico City, Mex., La Prensa - -	16-page	Kingston, N. Y., Freeman - - -	16-page
Mexico City, Mex., Nueva Era - -	16-page	Johannesburg, S. Africa, Star - -	24-page
Mexico City, Mex., * * * * * -	8-page	Chicago, Ill., Dziennik Narodowy -	16-page

Write us for full information — Our new catalog can be had for the asking

The Duplex Printing Press Co.

Main Office and Works:
BATTLE CREEK, MICHIGAN

LONDON
Linotype & Machinery, Ltd.
188 Fleet Street, E. C.

NEW YORK
World Building

PARIS
Linotype & Machinery, Ltd.
10 Rue de Valois

General Agents for Canada: Miller & Richard

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514=516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52=54 So. Forsyth Street

INDIANAPOLIS
151=153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133=135 Michigan Street

MINNEAPOLIS
719=721 Fourth St., So.

DES MOINES
609=611 Chestnut Street

COLUMBUS
305 Mt. Vernon Avenue

IT
SAVES
YOU
THE COST
OF
SLIP-
SHEETING



PERMITS of a
Continuous
Performance
IN EVERY
Printing Office



IT HAS
GOOD COLOR
AND IS
SUITABLE FOR
THE HIGHEST
CLASS OF WORK

THE QUEEN CITY PRINTING INK CO. CINCINNATI.

PHILADELPHIA,
BOSTON
ROCHESTER
DETROIT

CHICAGO
KANSAS CITY
MINNEAPOLIS
DALLAS

"Come on Along"

Everybody has been hearing those words this winter, as sung in the popular song about "Alexander's Rag Time Band." It goes on to say that Mr. Alexander's band is the best in the land.

Right here we want you to "Come on Along" and join the band of Worthmore Bond users. There is no better band of successful business men in this broad land of ours.

They have all learned the tremendous advertising power that lies in a good letter-head. They have also learned, by hard, practical experience, that such a letter-head calls for the most expensive of *paper*. Its cost usually eats up all profits derived from its use.

They have found out, however, that there is one way to obtain this paper luxury without extravagance, and that is by the use of

WORTHMORE BOND

"It has the crackle"

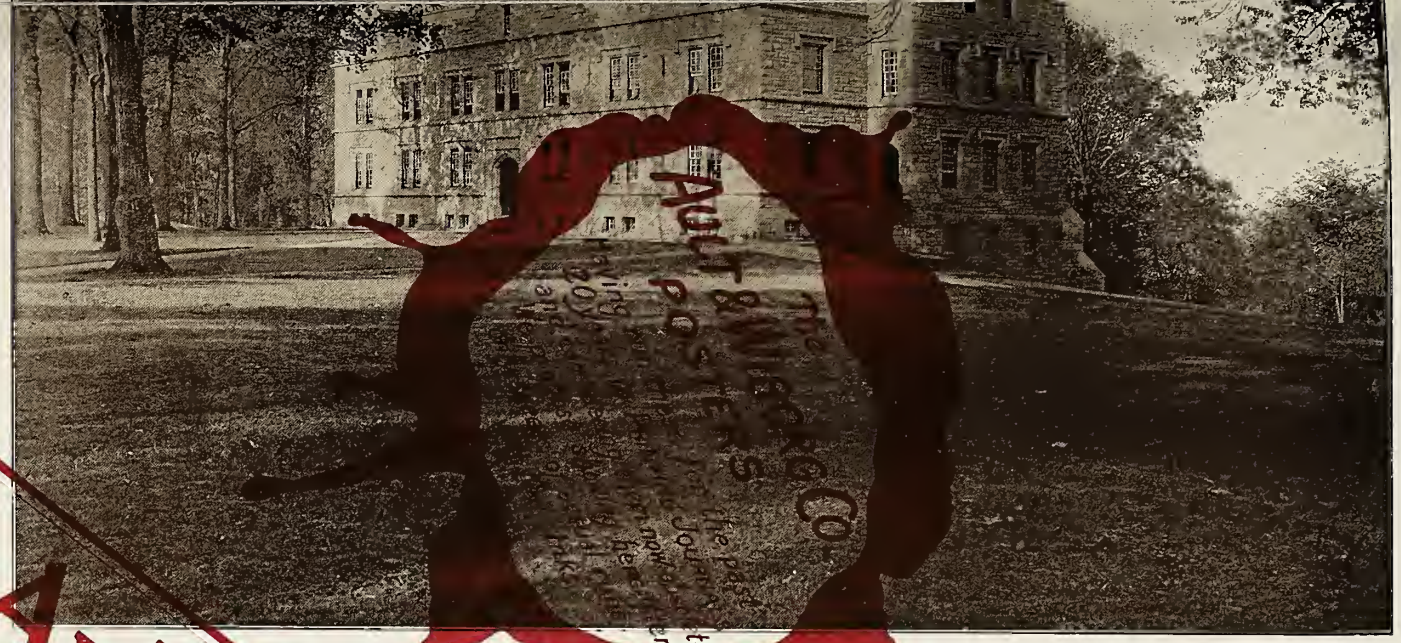
Before joining this band of happily successful users, we suggest that you ask us for our Worthmore Book. Write to-day.

The Whitaker Paper Company
Cincinnati, Ohio

Sold in Boston by the Bay State Paper Co.







egular run by
THE CHAMPLIN PRESS
Columbus, Ohio, with

The Ault & Wiborg Co.





DUPLICATE
ART BROWN"
No. 1059-67

Do You Need a Type Caster?

How much money do you spend a year for new type, quads, and spacing material?

How much more ought you to spend to get more business by giving your customers better printing?

How much time do your compositors waste hunting for sorts, "picking" and resetting because of short fonts?

How much time do they spend on distribution? Our Type Caster will save over fifty per cent. of this loss.

How much time do you lose on press trying to print from worn-out type?

How much do you spend on plates to save wear on type and the expense of keeping foundry type standing?

Did you ever see a bricklayer hunt for bricks, or a carpenter pull nails out of a finished job, to get material to work with? Do you let your compositors work without sufficient material?

The Vital Value of Matrices in a Type Caster

Would you make a long-time contract with a type-foundry to use its product exclusively—for that is what you do when you install a type caster and start your own type-foundry—without the most positive guarantees on these points?—

First: That this foundry has now—not "in preparation"—a complete assortment of faces ample to satisfy your present needs and to take care of your future growth. That this foundry is successful enough to be able to, progressive enough to be willing to, keep pace with the ever-changing styles in typography by constantly adding new faces.

Second: That this foundry is a permanent institution with a record of success that insures that it can supply you with type (in your case, matrices to make type) at any time; for, to be unable to get type to correct your standing matter or keep up your cases is intolerable.

A Type Caster without matrices is as useless as type cases without type.

Our Type Caster gives the printer a choice of over 1,000 fonts, and the matrix families are still growing.

Lanston Monotype Machine Company
Philadelphia

Miller & Richard, Toronto and Winnipeg
Canadian Representatives

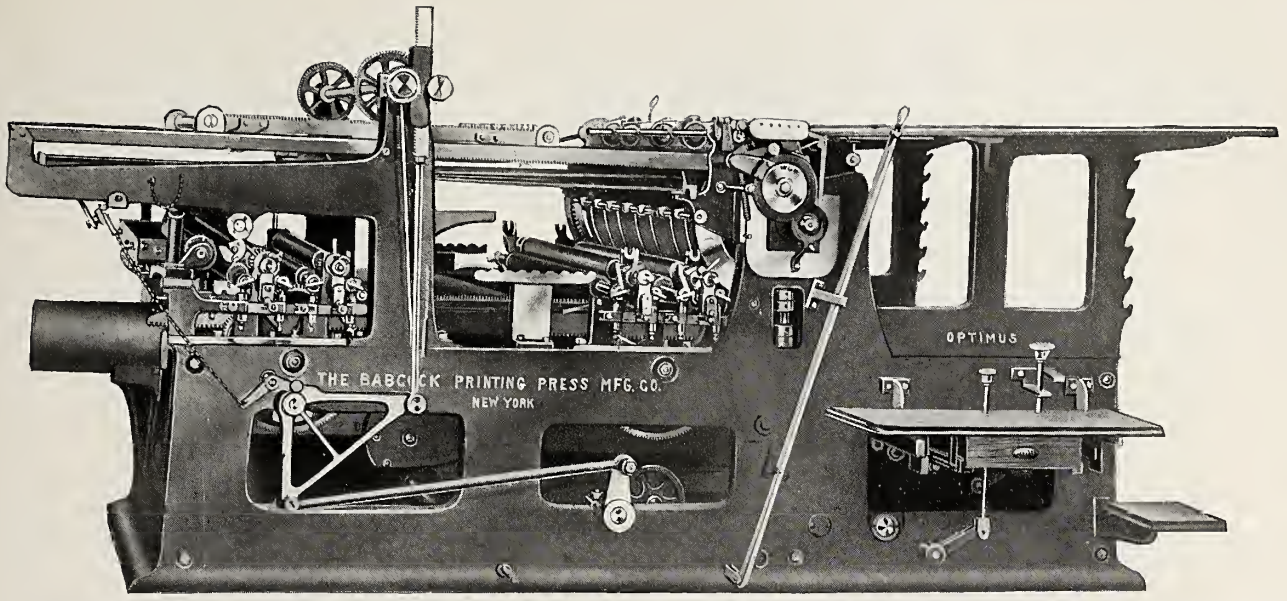
This ad was set in Nos. 21E and 68, and Monotype Borders

ENGRAVING DEPARTMENT OF
THE HENRY O SHEPARD CO.



FORMERLY THE INLAND-WALTON ENG CO

632 SHERMAN ST
CHICAGO ILL



THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus
The Babcock Optimus

Surprise was expressed recently when we were found running the same job of close registered color work on two Optimus presses. Just at the time we were passing 25x38 sheets from a 36x52 machine to a 28x41, and vice versa. To complete four colors the sheets passed each press twice. We were not only using two presses on the same register, but the machines varied greatly in size. Forgetting that we were running Optimus presses, our printer friend did not see how we secured such perfect register.

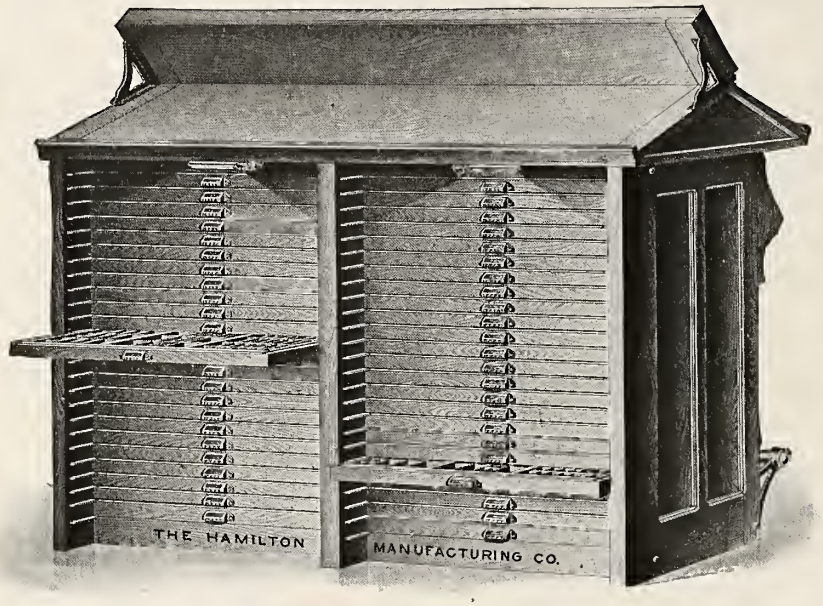
We had followed the practice for years without thinking anything about it or experiencing the least difficulty, though our machines are now by no means new. We took it for granted that all were familiar with it. Only the surprise of the printer, who has a big shop of his own, led us to conclude that we were doing anything exceptional.

The practice makes rapid work of a big job in several printings. It puts two or three machines into operation that otherwise might be idle. On some work the best results are secured by printing before the preceding colors are too dry. Two or three or more machines are necessary. One can use them unhesitatingly, sure of perfect register and high class product if they are Optimus presses.

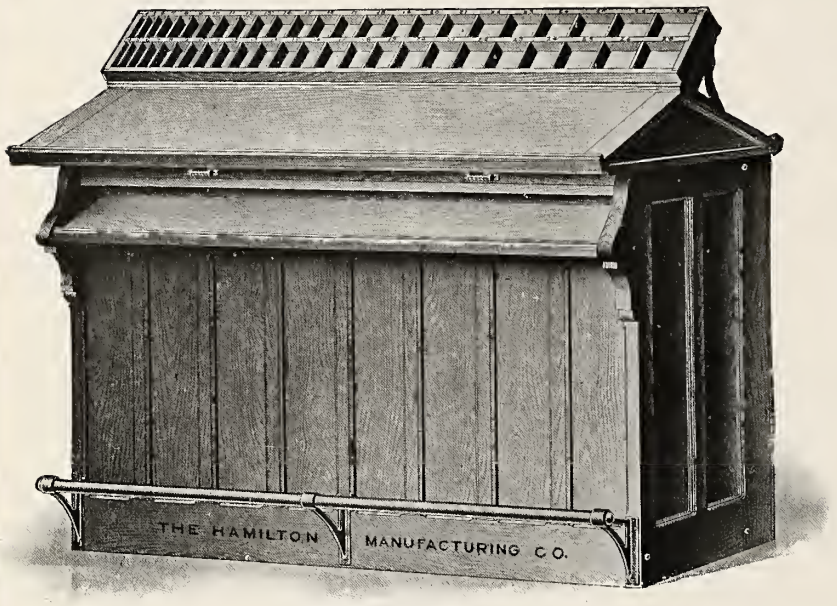
Full information is enlightening.

SET IN AUTHORS ROMAN

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE



Job Side No. 28 Tracy Cabinet



News Side No. 28 Tracy Cabinet

All the best ideas of improvement in composing-room equipment originating during the past thirty years are concentrated in the Hamilton line of Printing-office Furniture.

The most thoughtless and inexperienced printer, from a practical standpoint, has the benefit of this improvement when he equips his office with Hamilton Furniture.

Thousands of satisfied buyers throughout the world testify to the profit and satisfaction they are deriving in its use.

Thousands of other printers are in urgent need of new equipment and will never be able to solve the cost problem satisfactorily until they have it.

Hamilton Furniture can now be had in Pressed Steel construction or All Wood. The very best materials and workmanship enter into the making of this equipment. It is the purpose of the company, above all other considerations, to maintain this standard of excellence and to preserve the reputation gained in thirty years of manufacturing.

The Hamilton catalogs explain it all and can be had for the asking. A simple request to the Hamilton Company or to the dealer will put these catalogs on the printer's desk.

IMPROVEMENT IN COMPOSING-ROOM CABINETS

The last word in Composing-room Cabinets is found in the late productions, like the Tracy, American, Masterman, and Ad-man's Composing Cabinets.

There is nothing better than the popular Tracy, with a solid, removable, reversible and adjustable top. No places for concealed dust and rubbish to accumulate. The material is compactly arranged and convenient to the hand of the workman. Such furniture is a vital factor in cost reduction.

Do not forget to ask your dealer for illustrated catalogs describing these cabinets.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

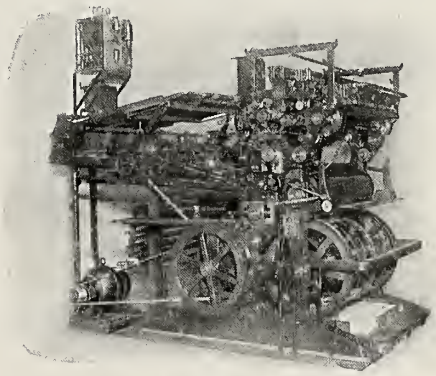
Main Office and Factories . . . TWO RIVERS, WIS.
Eastern Office and Warehouse . . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

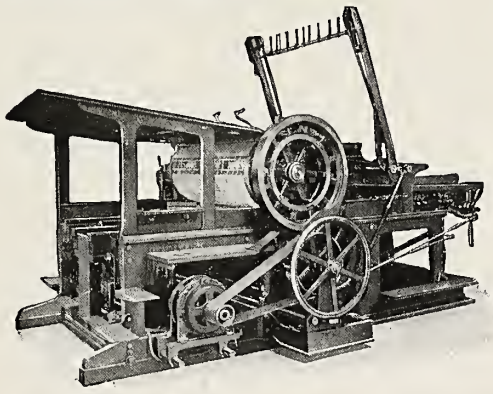
A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

HOW TO SAVE MONEY
IN THE PRINTING BUSINESS

USE SPRAGUE ELECTRIC MOTORS, which economize power, space, light and stock, and give uninterrupted service



Round Type Motor Belted to Rotary Offset Press



Type S, Form H, Alternating Current Motor, Belted to Miehle Press

The best printers use the best machines, best type, best stock and best motors.

Some reasons why the Sprague Motors are the best:

We were pioneers in the application of electric motors to printing machinery and we have made it one of our specialties.

We are familiar with every phase of the printing trade. We know just what motor should be used on each machine and just how it should be applied.

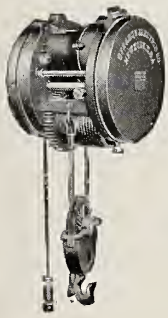
We have developed a motor, the best that can be made, and particularly adapted to printing machinery.

We have studied the control problem with great care and can furnish, in every application, the controlling device which enables the user to get the greatest efficiency from his machine.

The Sprague reputation is behind every motor and controller.

That explains why printers the country over use and recommend our apparatus.

A handsome book showing many applications of Sprague Motors will be sent upon a request written on your business letter-head. Ask for Bulletin No. 2374.



SPRAGUE ELECTRIC HOISTS

FOR

Handling Paper Rolls

Rapid—Reliable—Efficient

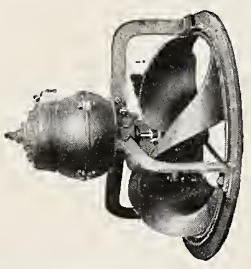
LOW FIRST COST

Pamphlet No. 9014 sent free on request

SPRAGUE ELECTRIC VENTILATING EQUIPMENTS

Long, Reliable, Efficient Service

Equipments to meet special conditions furnished on short notice.



Sprague Electric Motor Connected to Disc Fan

Write for descriptive Pamphlet No. 2354

DIRECT AND ALTERNATING CURRENT MOTORS TWO AND THREE WIRE GENERATORS

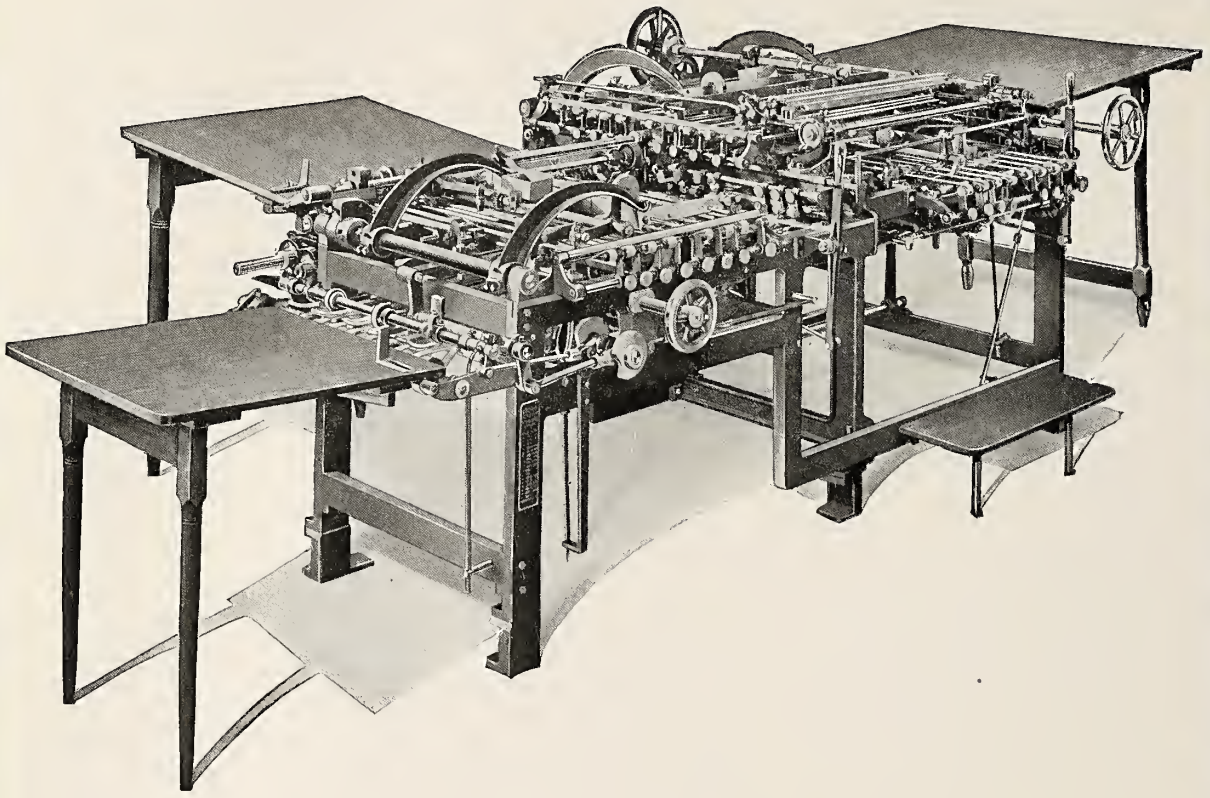
SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street New York, N. Y.

Branch Offices in Principal Cities

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

Erie, Pa.

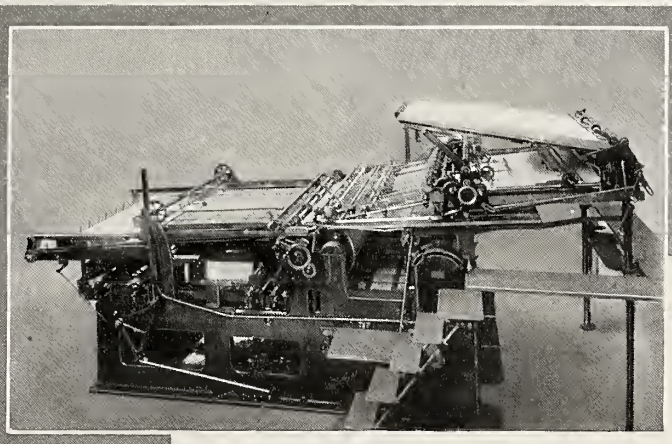
Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

Dallas, Texas
1102 Commerce Street

ONE CROSS FEEDER
— and then ANOTHER!



Harvey F Mack, President — Telephone Number 65

Eschenbach Printing Company
207-211 Church Street, Easton, Penna.
High-Class Printers
Book Work, Catalogues, Programs and General Job Work.

March 1, 1912.

Dexter Folder Co.,
200 Fifth Ave.,
New York City.

Gentlemen:-

We take great pleasure in informing you that our Cross Feeder has proved of such satisfaction to us that the second one was ordered in December. We kept no accurate record of the saving that the first one caused us on our work but as we purchased it and paid for it by monthly instalments, we feel sure that the Feeder in this way paid for itself. We have no hesitation in saying that where the work in hand warrants it, it is a mistake to be without the machine.

Yours very truly,

Eschenbach Printing Co.
Harvey F Mack.
President.

HFM/EMH

EXTER

Bodoni Bold

72 Point — 3 A $6 20 4 a $4 40 $10 60

KINGS Explain

60 Point — 3 A $4 55 5 a $3 95 $8 50

Brightest DESIGN

48 Point — 4 A $3 65 8 a $4 15 $7 80

STRONG Handy Series

42 Point — 4 A $3 00 8 a $3 25 $6 25

Authorizing ECONOMIES

36 Point — 5 A $2 60 8 a $2 45 $5 05

MODERN FONT
Printers Selected

30 Point — 6 A $2 10 10 a $2 15 $4 25

ITALIAN DESIGNS
Borders Recognized

24 Point — 6 A $1 65 12 a $1 95 $3 60

ECONOMIES PLEASED
Character Advantageous

18 Point — 10 A $1 50 20 a $1 75 $3 25

MODERNIZED TYPOGRAPHY
Studied Lucrative Compositions

14 Point — 15 A $1 35 30 a $1 65 $3 00

PROFITABLE BODONI INVESTMENT
Simplest Arrangement Highly Attractive

12 Point — 17 A $1 30 32 a $1 45 $2 75

OUTLINE GAINFUL METHOD
Systematical Type Manipulation
This Improvement Appreciated
Scientific Composition Resulted
Distinct $1234567890 Figures

10 Point — 19 A $1 20 36 a $1 30 $2 50

SOUGHT REMUNERATION FIRST
Bodoni Type Means Larger Returns
Desirable Classical Beauty Obtained
Promising Economical Composition
Inexpensive Methods Predominated

8 Point — 21 A $1 05 41 a $1 20 $2 25

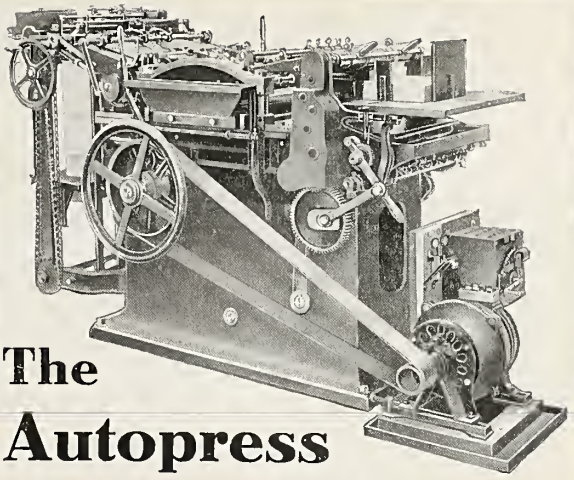
EFFICIENT EQUIPMENTS PURCHASED
Characters Showing Beauty Plus Economy
Merit Displayed With These Bodoni Lines
Satisfying Results Follow Minimum Effort
The Plainest Schemes are Readily Realized
Satisfied Many Commercial Demands Thus

6 Point — 25 A $0 90 49 a $1 10 $2 00

BODONI FAMILY MOST POPULAR WITH PRINTERS
Interesting Pages Quickly Composed in These New Faces
Dignity and Legibility Revealed in Every Bodoni Design
Readable Characters that Insure Clarity in Display Lines
Classical Bodoni Type Appeals to User of Good Printing
Increased Business Certain to Attend Bodoni Purchases
Attracting Many New Customers to Your Establishment
Numerical Beauty $1234567890 Figuratively Speaking

American Type Founders Company

UNLIMITED PRINTING RANGE OF THE AUTOPRESS



The Autopress

The range of printing of the AUTOPRESS is greater than any other job press. Its impression and distribution are equal to any cylinder press. Automatic in every operation. It gives output equal to the work of from three to five hand-fed platens. NOTE the classes of work being done by the AUTOPRESS automatically and at high speed in the following plants:

WIDE RANGE OF UTILITY

COUPONS	Allison Coupon Co., Indianapolis, Ind.
TICKETS	Ansell Ticket Co., Chicago, Ill.
SPECIAL LABELS	Dennison Mfg. Co., South Farmingham
CIGAR BOX LABELS	W. K. Gresh & Son, Norristown, Pa.
SYSTEM BLANKS	Kalamazoo Loose Leaf Company, Kalamazoo, Mich.
CARD BOARD FORMS	The Macey Co., Grand Rapids, Mich.
DAILY RECORDS	Standard Statistics Bureau, New York
CARTONS	Southern Label and Box Company, Birmingham, Ala.
COLOR LABELS	Taylor-Atkins Paper Co., Burnside, Conn.
FORM LETTERS	Howe Addressing Co., Philadelphia, Pa.
TWO COLOR TICKETS	Weldon, William & Lick, Fort Smith, Ark.
PROCESS COLOR WORK	A. L. Freeman Printing Co., Passaic, N. J.
NUMBERED AND PERFORATED MANIFOLD WORK	Kah-Patterson Co.
IMPRINTING	Chattanooga Medicine Co., Chattanooga
PRINTING AND PERFORATING GUMMED STOCK	Mirror Printing Co., Albion
ADVERTISING NOVELTIES	Art Novelty Co., Strathroy, Ontario
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THE AUTOPRESS

Automatically

Feeds

Prints

Counts

Delivers

Stacks

Jogs

at 5,000 per hour

The AUTOPRESS represents modern efficiency in job printing from the broadest standpoint. With the AUTOPRESS printers can do more work of a wider range than with any other job press. Being all automatic, quicker than a platen or cylinder to make ready, built for strength and dependability—the AUTOPRESS is in a class by itself. It requires no special plates or special apparatus of any kind. It qualifies the printer to deliver short and long runs of all grades of printing and produces more profit for every job produced. Write today for full information about this wonderful machine that is revolutionizing job work and increasing job work profits everywhere.

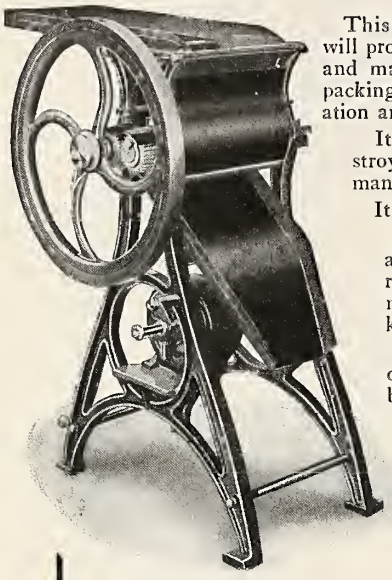
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299 Broadway, New York

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Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

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Card-Cutting Machines, both hand-fed and automatic.

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WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

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If you want to produce

Highest Quality Printing

at Least Cost

use

HUBER'S PRINTING INKS

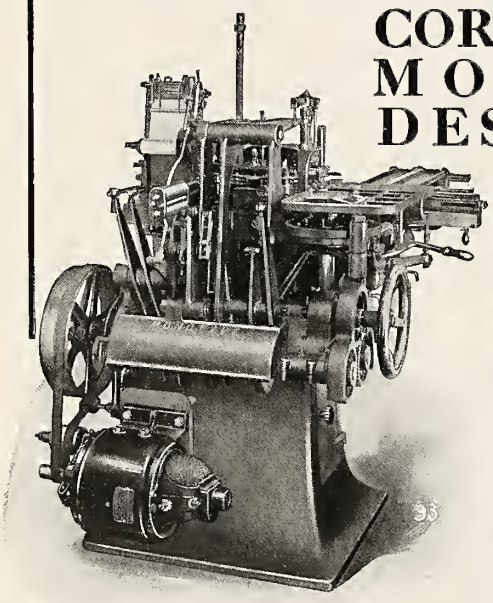
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CORRECT MOTOR DESIGN



A powerful manufacturing organization specializing on small and moderate size motors, long experience in the choice of motor and controller for each particular kind of machine — these form the basis for the splendid service we are able to offer the printing trade. Forget the cost of power and of the installation; consider the increase in your output only.

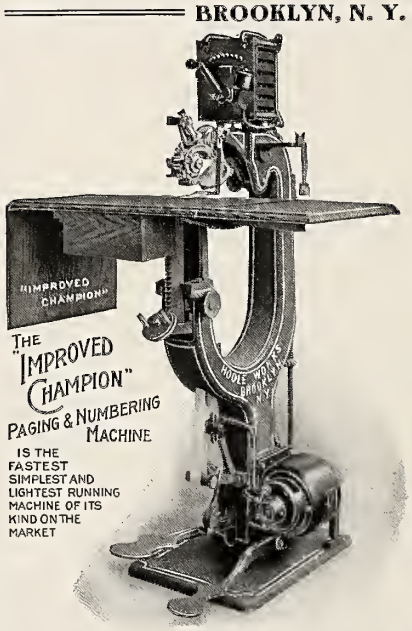
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BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

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BROOKLYN, N. Y.



"HOOLE" Paging and Numbering Machine

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

Latest

Balance Feature
Platen Dwell
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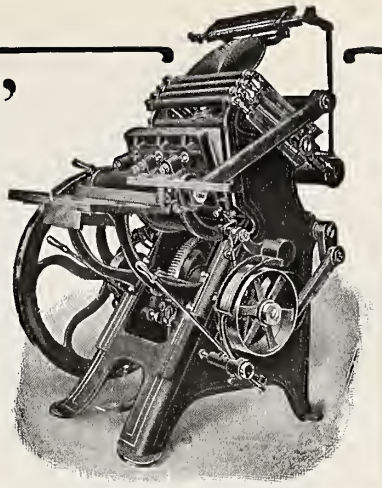
"Prouty"

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

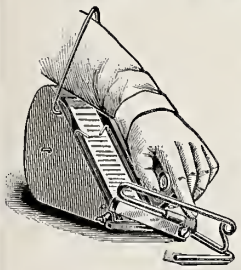
Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.



The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

The Sabin Robbins Paper Co.

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Specialists
in
Job Lots *and* Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List

THE CLEVELAND FOLDING MACHINE

[WRITE FOR CATALOG AND SAMPLE FOLDS

More and more printers and bindery operators are recognizing the absolute reliability and adaptability to all classes of work (difficult or otherwise) of this modern Folding Machine. You will be an enthusiastic user after installing a CLEVELAND.



SPEED — Greater than that of any other folding machine, due to its simplicity of construction. No tapes, knives, cams or changeable gears used in folding.

PERFECT REGISTER obtained by its accurate construction and ease of adjustment.

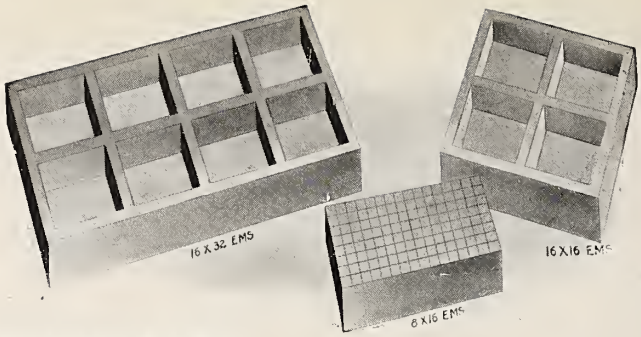
RANGE OF WORK — from 19x36 to 3x4 in. parallel. Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs. Also regular 4s, 8s and 16s book folds, from sheets 19 x 25 down to where final fold is not less than 2½ x 3 inch. Makes accordion and many folds only possible to make on a CLEVELAND.

GUARANTEE — Backed by a guarantee of absolute satisfaction.

Write to-day for full particulars

THE CLEVELAND FOLDING MACHINE COMPANY
CLEVELAND, OHIO

Our Guarantee Protects You



THE EXPANSION PLATE-MOUNTING SYSTEM will prove a *big paying investment* right from the first day you put it to the test—*we guarantee it.*

THE EXPANSION PLATE-MOUNTING SYSTEM will save time and reduce cost of make-up, make-ready and registering of plates, and improve the quality of your work—*we guarantee it.*

Send us a full sheet of that 16 or 32 page form now on the press, giving particulars as to time required for make-up, make-ready, registering, etc. We'll tell you what per cent of that time you can save by installing the EXPANSION SYSTEM, and *we'll guarantee it.*

The Challenge Machinery Company

Salesroom and Warehouse
124 So. Fifth Ave., Chicago

Grand Haven, Mich.

THE CHANDLER & PRICE POWER CUTTER

is modern in design and meets modern requirements better than any other machine of its kind. Its construction is "Chandler & Price Style," which means that the very best material and workmanship and the C. & P. reputation are back of it.

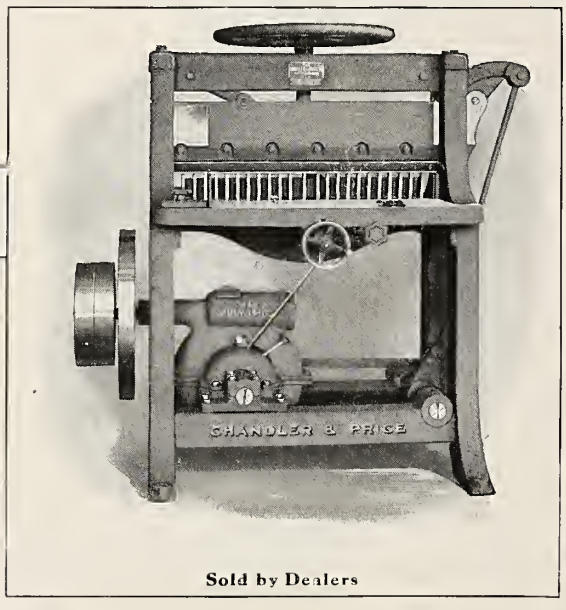
This Cutter, while especially recommended for medium sized plants, will make a place for itself in any sized shop. Twenty cuts per minute is the speed, and every operation is accurate. Enthusiastic users agree that this is—

A Dependable Cutter that is Simple, Strong, Efficient and Moderate Priced

Sizes and Range of Work on C. & P. Cutters

30 inches, cuts and squares paper up to 30 inches
32 " " " " " " " 32 "
34 " " " " " " " 34 "

A few of the points of excellence on C. & P. Power Cutters are: Extra heavy frames and braces to withstand greatest strains; a deep throat and ample table; large hand-wheel, making clamping easy; safety device which prevents knife repeating; easily adjusted knife of fine steel; the worm and gear drive; either belt or motor may be used for power. All parts are commercially interchangeable.



Sold by Dealers

Write for full information

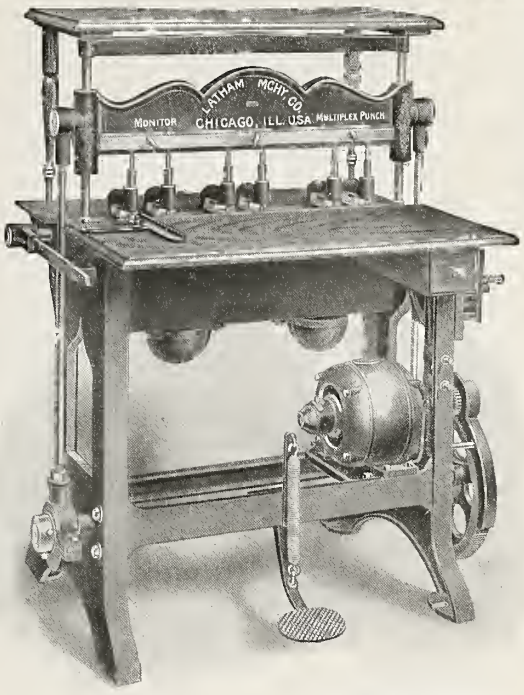
THE CHANDLER & PRICE CO., *Manufacturers,* **Cleveland, Ohio**

76 Of These Machines Used in New York City Alone—This Size and Style

Here's what one man said about another make:
"By the time I had spent $120 for Punches, my machine, which cost $100, was worn out," and it is the experience of many. Buy a *Monitor* — it will last a lifetime, and every additional Punch is an asset.

Monitor Bench Punches, Wire Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

We furnish complete bindery outfits—Write us for Estimates



Monitor Power Multiplex Punch

LATHAM MACHINERY COMPANY

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124 White Street

PHILADELPHIA
1000 Chestnut Street

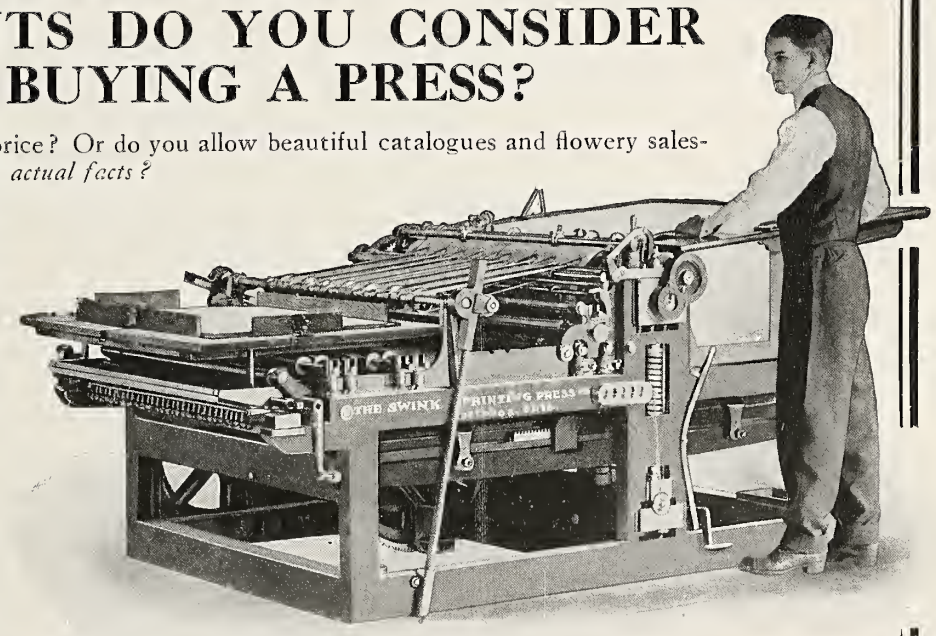
CHICAGO
306-312 Canal Street

BOSTON
130 Pearl Street

WHAT POINTS DO YOU CONSIDER WHEN BUYING A PRESS?

Do you stagger first at the price? Or do you allow beautiful catalogues and flowery salesmanship to persuade you against *actual facts?*

The press that makes good is the press that stands the test, speaks for itself, and meets competitive arguments fair and square.



The Swink High-Grade Two-Revolution Press

is the most compact, "get-at-able" press on to-day's market, occupying the least amount of space, absolutely noiseless, does not shake the building, and protects pressmen against nervous prostration.

High speed, perfect register, book-form or four-color work, equipped with the best inking system. *Catalogue will be supplied upon request, or special representative will call and see you.*

The Swink Printing Press Company

Factory and General Offices
DELPHOS, OHIO



The Juengst Gatherer - Stitcher - Coverer

The Only Three Machine Combination
in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

This Little Press Earns $9,000.00 a Year in One Plant

Is Your Entire Plant Earning This for You?

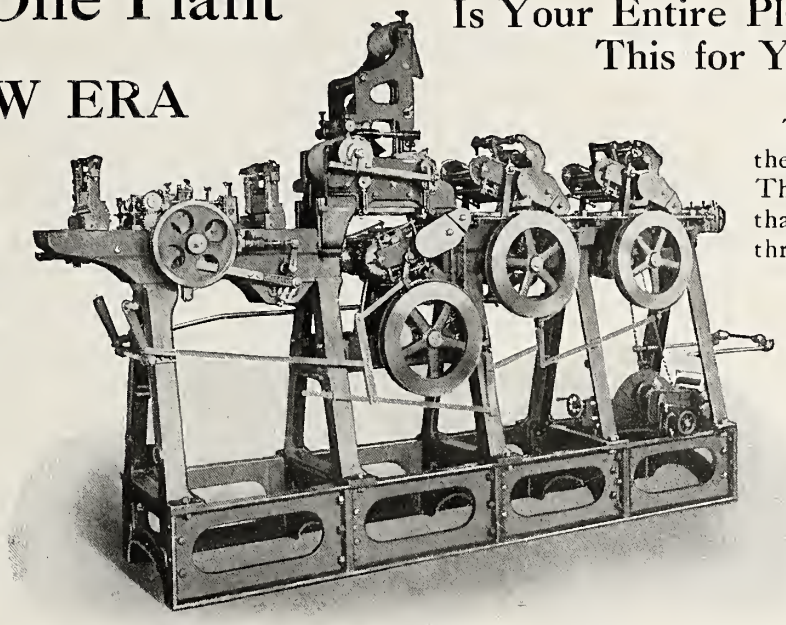
The NEW ERA

IS NOT a rotary.

IS NOT expensive to operate.

IS NOT hard to make ready.

IS NOT a costly machine.



This is not unusual for the NEW ERA PRESS. There are several in use that pay for themselves three and four times a year.

Write us stating what your present equipment is and we will show you how this income can be reached by you.

Manufactured by The Regina Co., Henry Drouet, *Sales Agent*
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ Real economy consists not so much what you pay for your Inks per pound, but rather in the quality and number of impressions per day and the everlasting satisfaction of knowing there will be no "Come back" when the job is delivered.

¶ There is no time wasted in make-ready or running a job where D. H. R. Inks are used, and whether on quick changes or long runs the results are uniformly the same.

¶ Why not join the PROGRESSIVES who are making good with D. H. R. Inks?

Denny, Hilborn & Rosenbach

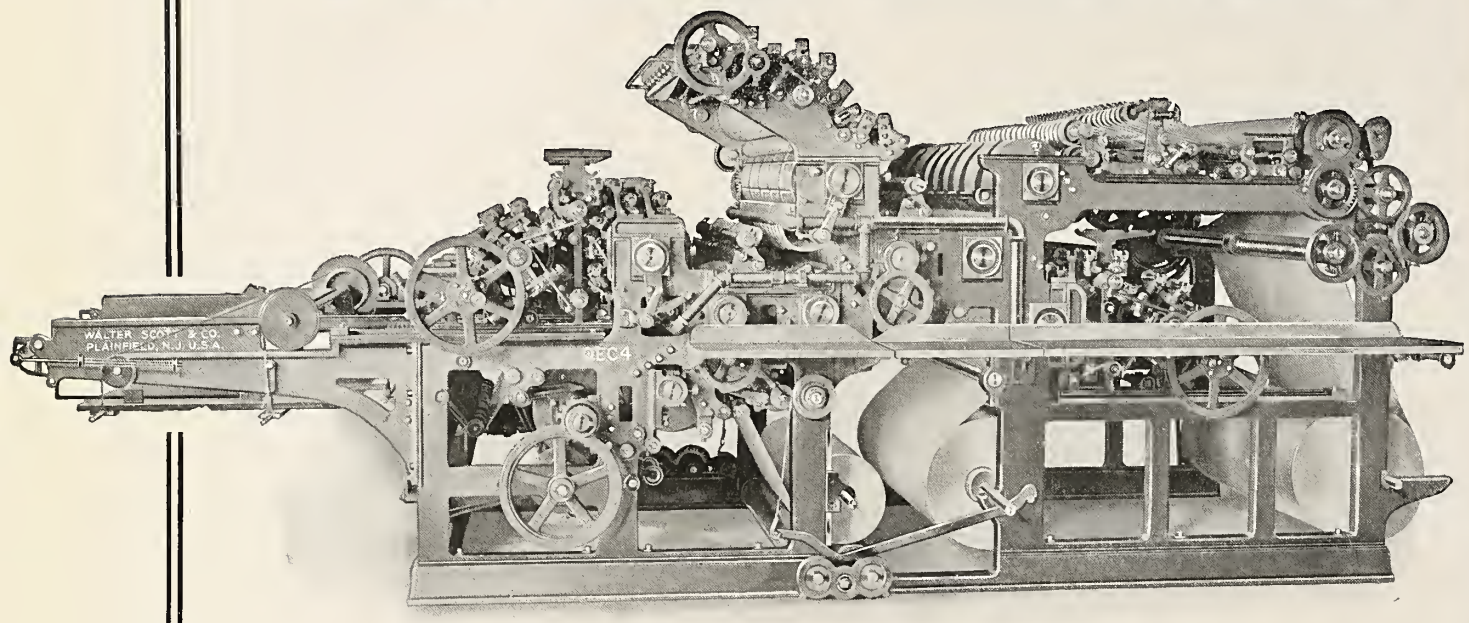
PHILADELPHIA, PA.

GEO. RUSSELL REED CO., SAN FRANCISCO, CAL., Agents for the Pacific Coast.

The SCOTT All-Size Rotary

Is a Wonderful Machine and Worthy of

Your Careful Consideration



ONE PRINTING CONCERN installed one of these machines and did not think there was work enough to keep it going. **NOW** they run it 24 hours a day and their only regret is that the day is not longer, as their profits would be greater.

IT IS SURELY A MONEY-MAKER and in every large city there is work to be had to keep it going all the time.

ANY LONG RUN IS YOURS with this press, for you can do more work with one Scott All-Size Rotary than with six flat-bed presses, and it only takes up the same floor space of one flat-bed machine.

WRITE US TO SEND YOU descriptive catalogue and other information about the machine, and if desired will send our representative to see you.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U. S. A.

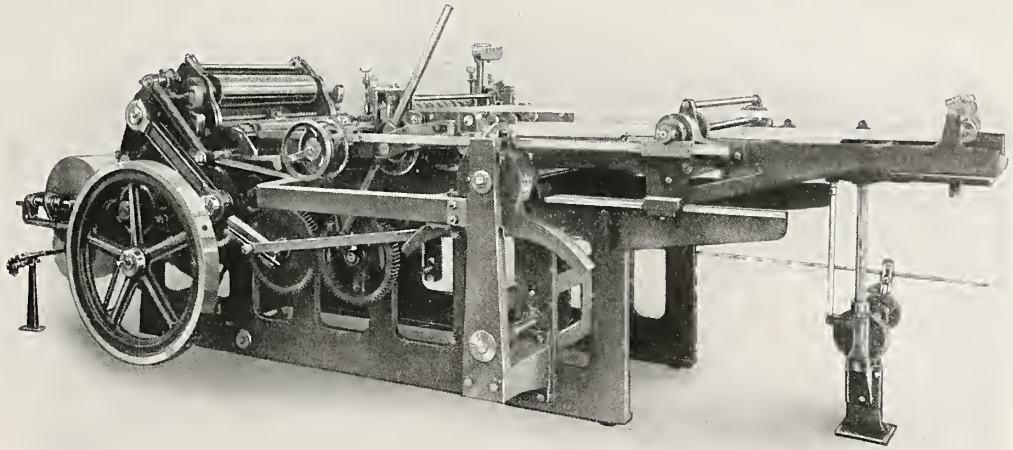
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Kindly note that our New York Office is now at No. 1 Madison Avenue.

"The Easiest Way"—The Best Way

If you can not compete, it is because you do not print your **Salt, Sugar** and **Flour Bags** from the roll, on a high-speed press, with parallel tape delivery

ONE — TWO — THREE — FOUR — COLORS



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Dover, N. H.

KIDDER PRESS COMPANY

New York Office
261 Broadway

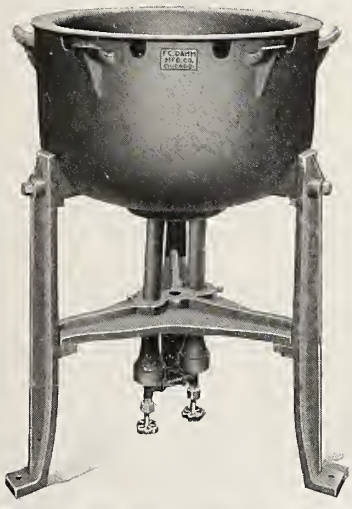
GIBBS-BROWER CO., Agents

Canada: The J. L. Morrison Co., Toronto Great Britain: John Haddon & Co., London South America: Wassermann & Co., Buenos Aires
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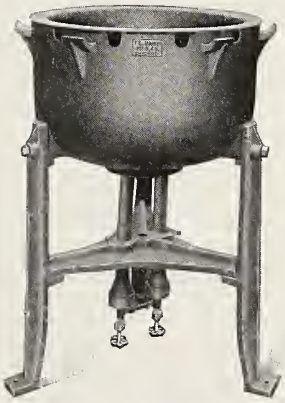
See Article Regarding this Press on Another Page of this Issue

LINOTYPE FURNACES

With Pressed Steel Pots



Pressed Steel Pot Capacity, 1,000 lbs.



Pressed Steel Pot
Capacity, 700 lbs.



Capacity, 300 lbs.
Made for Gas and Gasoline



Capacity, 150 lbs.
Made for Gas and Gasoline

BEST ON EARTH LOWEST PRICE

Bargains in Linotype Machines and Motors

Linotype Machines and Supplies Bought for Cash. Circular On Application.

F. C. DAMM, 834 Wabash Avenue, CHICAGO



Dual L Ruling Machine

HICKOK

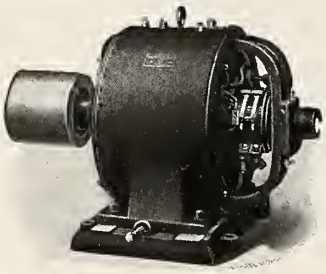
Paper-Ruling Machines and Ruling Pens

Bookbinders' Machinery

THE W. O. HICKOK MANUFACTURING CO., Harrisburg, Pa., U.S.A.

Established 1844 . MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto Incorporated 1886

What Is Power Costing You?



Am I paying more than necessary for power? Can I cut my operating expenses? What form of drive is best suited to my requirements?

These are vital questions to any printer. Do *you* know the answers? If not, write for our copyrighted book "The Printer's Guide." It is free, and contains a fund of valuable information.

We have furnished motors for printing-press duty since 1889—23 years—and some of the original motors are still in service.

The Triumph Electric Co.

Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES

Dinse, Page & Company

Electrotypes Nickeltypes AND Stereotypes

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CHICAGO, ILLINOIS

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"FLAT AS A PANCAKE"



THE PROVERBIAL PANCAKE IS NO FLATTER THAN

Ideal Guaranteed Non-Curling Gummed Papers

Absolutely the best on the market. Made in a great variety of weights and colors. If you print labels or any other work requiring gummed papers, use the "*Ideal*" brand. By so doing, all the usual troubles experienced in using the ordinary gummed papers are eliminated.

Sample-book on request

IDEAL COATED PAPER COMPANY, Brookfield, Mass.

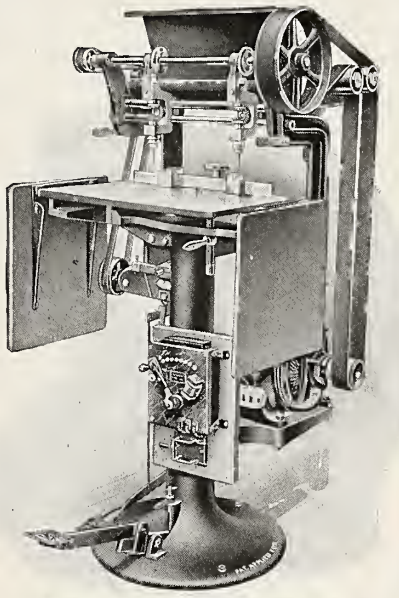
New York: 150 Nassau Street **Chicago: 452 Monadnock Building**

Round Hole Cutting Machine

For Printers and Book Manufacturers

THE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a ½ horse-power motor and is regulated by a combination of pedals at base of pedestals for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from ⅛ inch up, without clogging or bending the Cutters. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of 1¼ inches, in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to 2½ inches.

We are also manufacturers of Berry's Machine for Loose-Leaf Work and Devices. These machines represent the crystallized ideas of a master mind in the field of practical mechanics, and merit wins.



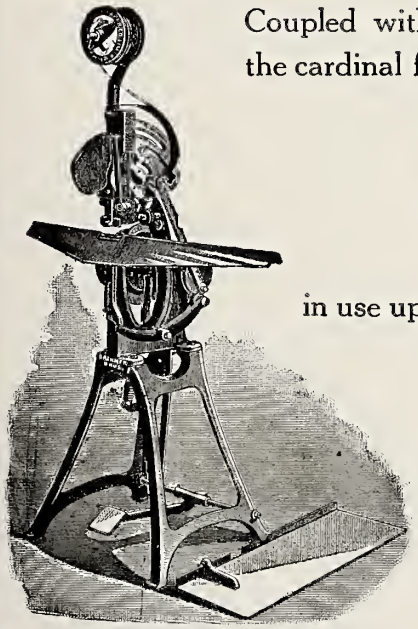
Patents, August 8, 1911 — January 9, 1912

This cut gives you an idea of its appearance and construction.

For circulars and prices, address

THE BERRY MACHINE CO., **309 N. THIRD STREET ST. LOUIS, MO., U. S. A.**

PRACTICAL SIMPLICITY



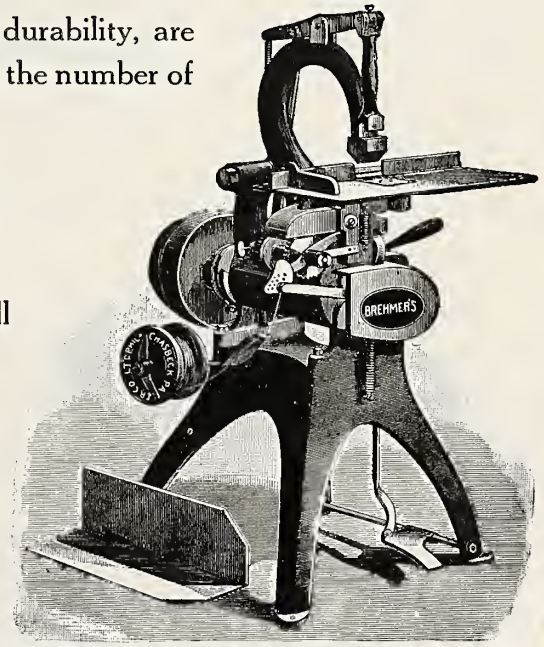
No. 33. For Booklet and other General Printers' Stitching.

Coupled with accuracy, speed and durability, are the cardinal features which have sent the number of

Brehmer Stitchers

in use up to 60,000. More than all other makes lumped together.

Let us tell you ALL about these machines and the number will jump to 60,001.



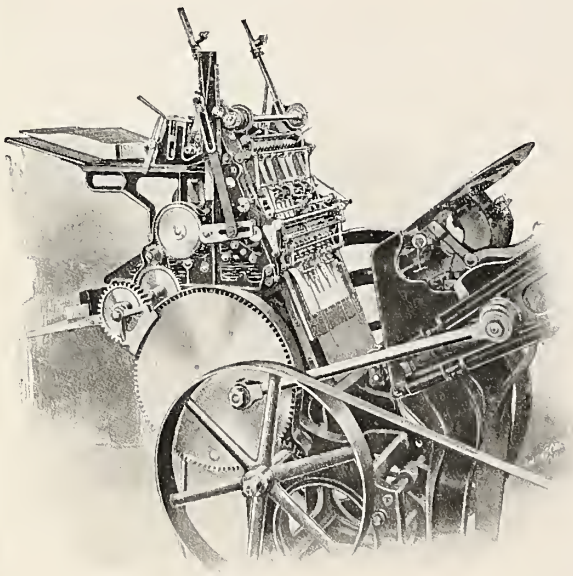
No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

Are You One of Those Printers Who Must Be Shown?

WE do not ask the printer to assume any risk or chances, but to those who mean business we are ready to show our hand, and our free trial plan will afford the printer a test and an actual proof of just what our feeder can do. We make no claims that we can not substantiate.



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

The **Kirkman** Automatic Gordon Feeder is a success, a mechanical perfection, is simple, substantial and fool-proof.

Here Is Our Offer:

We will ship on trial to any reliable printer a **Kirkman** Automatic Job Feeder. There are no strings to this offer. Can be applied to any 10 x 15 C. & P. Press.

Write at once for full particulars

AUTOMATIC PRESS FEEDER COMPANY

509 South Dearborn Street, CHICAGO, ILL., U. S. A.

Rebuilt Printing Machinery

4 No. 1, two-letter Linotype Machines.
No. 11 Optimus Press, bed 45 x 63, 4-roller, front delivery.
No. 2 Miehle Press, bed 35 x 50.
No. 3 Miehle Press, bed 33 x 46.
29 x 42 Century Campbell Press.
39 x 53 Optimus Press, 4-roller, front delivery.
43 x 56 front delivery Book and Job Campbell Press.
35 x 52 two-revolution, rear delivery Cottrell Press.
32 x 46 two-revolution, rear delivery Potter Press.
40 x 54 two-revolution, rear delivery Potter Press.
26 x 36 Scott Drum Press, 4 tracks, 4 air chambers.
21 x 27 Potter Drum Press.
17 x 21 Hoe Drum Press.
38″ hand-clamp Brown & Carver Cutter.
45″ New Model Sheridan Automatic Cutter.
Chambers Job Folder, sheet 22 x 32.
No. 7 Eclipse Job Folder, sheet 36 x 48.

Every machine rebuilt and guaranteed.

Write for complete list and prices.

R. W. HARTNETT CO.

48 to 54 N. 6th Street **PHILADELPHIA, PA.**

Take a Tip from the "Old Man"



"I fussed around with all sorts of power for a quarter century till a few years ago. Then I ripped out all the antiquated stuff and installed

WATSON
Adjustable Speed
MOTORS

"It was a glad day. It knocked the power costs way down, increased production, and tickled '*yours truly.*'"

Write for 1912 catalog of all sizes from ¼ to 10 H.-P. — and a special *dictated* letter telling why hundreds of printers did like the "old man."



MECHANICAL APPLIANCE CO.

Department B
MILWAUKEE, WIS.

PRINTERS

can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

Non-Curling Gummed Paper

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country.

Write for Samples

Samuel Jones & Co.

Established in England 1811

WAVERLY PARK, N. J.

10333

is the name of the LIGHT-WEIGHT CATALOG PAPER that keen paper-users are specifying.

It is a very uniform, well-closed sheet with a good dead finish for 150-line half-tones. Remarkably white and opaque for its weight, 25 x 38—28 lb. Bulks only ¾ inch to 1,000 pages.

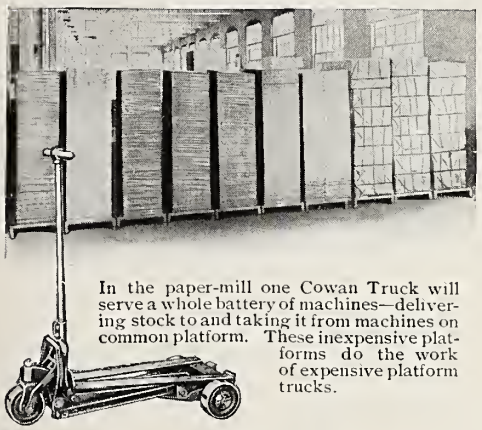
Maximum Style
Minimum Postage.

Write us for a printed sample showing it as actually used in a recent catalogue.

PARSONS TRADING CO.

17 BATTERY PLACE NEW YORK

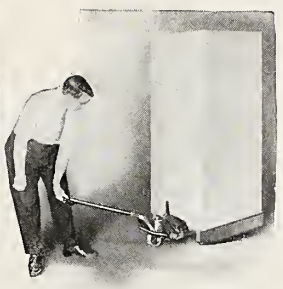
LONDON BOMBAY BUENOS AIRES SYDNEY
MEXICO HAVANA WELLINGTON MELBOURNE
CAPE TOWN



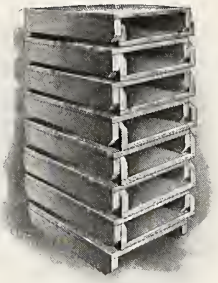
In the paper-mill one Cowan Truck will serve a whole battery of machines—delivering stock to and taking it from machines on common platform. These inexpensive platforms do the work of expensive platform trucks.



Keep each pile of stock on a separate platform. Slip the Cowan Truck under the platform instead of repiling onto a platform truck.



Simply depressing the handle automatically elevates platform and locks it in position. Nothing to adjust.



A pile of nested platforms occupying space of one ordinary platform truck.

Get the Facts About the New COWAN SYSTEM of Handling Paper Stock

In this new system inexpensive wooden platforms do the work of expensive platform trucks.

Save half the labor cost, and all of the wasting and soiling of stock in handling by ordinary methods.

Keep your stock up off the floor, meeting insurance requirements, without the expense of building and maintaining expensive floor platforms, benches, tables, etc.

Leading houses in paper, publishing and printing trades are rapidly adopting this new method. The Cowan Truck is equally efficient in any establishment where platform trucks are necessary.

Ask for information.

The Cowan Truck Company

Main Office and Factory:
14 Water Street, Holyoke, Mass.

New York Office and Salesroom:
Fourth Ave. Bldg., 381 Fourth Ave.

Chicago Office and Salesroom:
1320 Republic Bldg.

Atlanta Office and Salesroom:
20 Auburn Ave.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

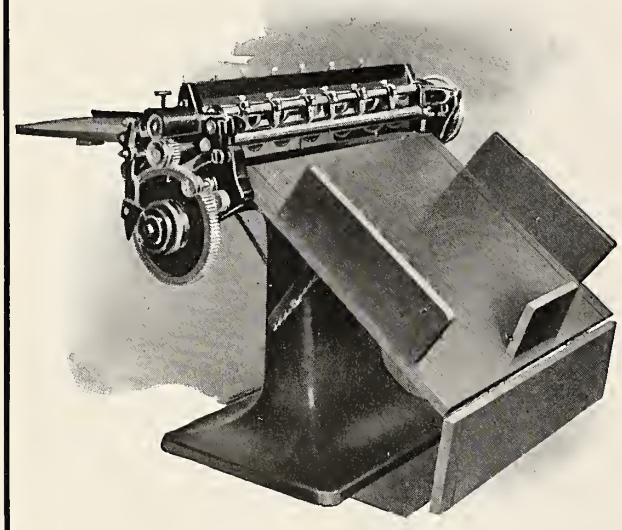
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

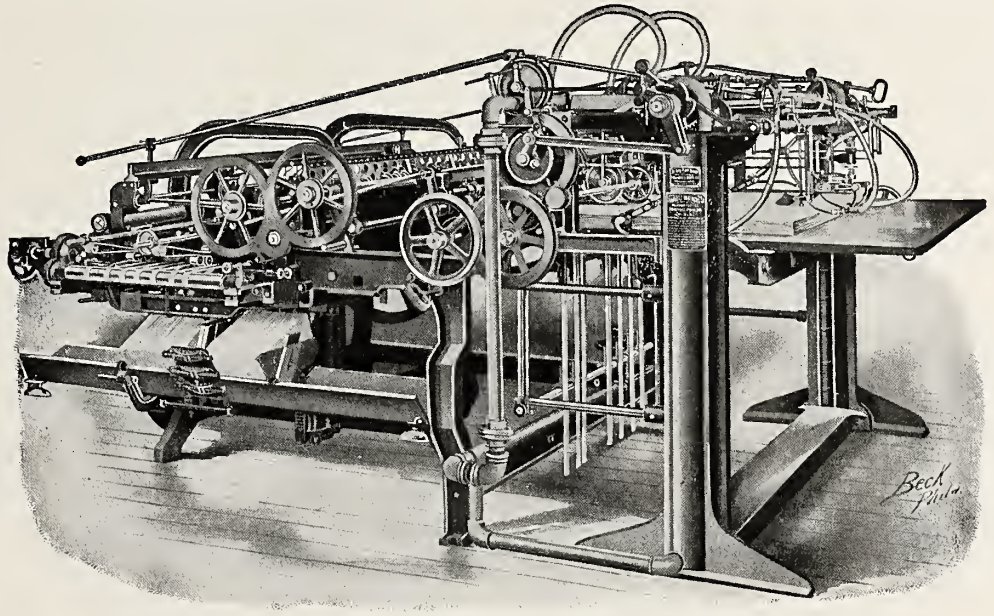
The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

SELLING AGENTS

GANE BROS. & CO. . . . . CHICAGO, ILL.
T. W. & C. B. SHERIDAN . . . . . { CHICAGO, ILL. / LONDON, ENG.
S. KOCHANSKI . . . . . BERLIN, GERMANY
MILLER & RICHARD . . . WINNIPEG, MANITOBA
MIDDOWS BROS. . . . . SYDNEY, N. S. W.
E. C. FULLER CO., 28 Reade St., ... NEW YORK
THE J. L. MORRISON CO. . . . . TORONTO, CANADA
JOHN DICKINSON & CO. . . . Agents for South Africa and India
AMERICAN TYPE FOUNDERS CO. . . . . All Branches

THE CHAMBERS
Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

All desirable modern appliances. Accurate, reliable work guaranteed.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

JENNEY
UNIVERSAL TYPE MOTORS

ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO

Jenney Electric Manufacturing Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY
Anderson, Ind.

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

The Printer Who Specifies the Use of Velvo-Enamel

for any high-grade illustrated printing will set at rest any chance, and, better still, he will insure absolute satisfaction in so far as the paper end of the proposition is concerned.

The firm, uniform surface and excellent printing qualities of VELVO-ENAMEL insure unexcelled results.

Why Take Chances?

Velvo-Enamel

A Quality That Leaves Nothing to Be Desired

is a quality fully dependable, and the price is right. You should send for a liberal quantity of samples with which to make the test of either plain or color work.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Company (Inc.)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

The Center

of the Line of Pressure

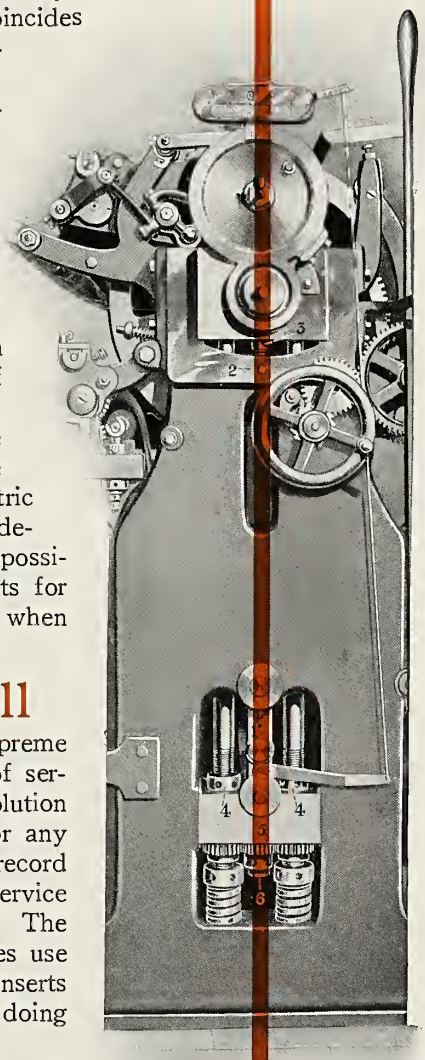
IS

Line of the Toggle

is an imaginary line drawn from the center of the cylinder shaft down through the center of the parts which hold the cylinder in position and coincides with the line of the impression.

A mechanical arrangement the center of which is easily determined and well defined will hold a cylinder in place without undue strain on the parts, and thus guarantee the cylinder against changing position during the moment of impression.

It is almost impossible to accurately determine the center of an eccentric sleeve and when once so determined it is next to impossible to devise attachments for holding it in that position when pressure is exerted.



is an imaginary line drawn from the center of the stud at the top of the toggle down through the center and bottom studs while the toggle is straight and the cylinder is on the impression.

The center line of a toggle is easily determined by even the unexperienced, and when once so determined, attachments are easily designed and provided which will hold it in place under the heaviest and most unequal pressures.

No matter what wear may come on a toggle the parts are always held firmly to their working surfaces and the parts which operate the toggle are not called upon to carry any of the load. Don't overlook the importance of this feature because upon this depends largely the ability of the press to handle the largest runs from a single set of plates.

The Cottrell

is acknowledged to be supreme for register and length of service. No other two-revolution machine made in this or any other country can show a record for more than half the service length of the Cottrell. The most important magazines use these presses on color inserts and covers and have been doing so for many years.

Send for booklet telling just who these printers and publishers are.

The Cottrell

uses the toggle system in raising and lowering the cylinder, and this device in addition to other mechanical features, which have been tried out on the hardest and most particular work, is what has gained the Cottrell the reputation for being the most satisfactory press for work which must come through with promptness and meet the required conditions.

Send for booklet telling what these other mechanical features are.

Keystone Type Foundry
General Selling Agents
Philadelphia · New York · Chicago
Detroit · Atlanta · San Francisco

C. B. Cottrell & Sons Co.
Manufacturers
Works: Westerly, R. I.
25 Madison Square, North, New York
343 So. Dearborn Street, Chicago

This page set in Keystone's Venezia and Cardinal Series. Printed on a No. 5 Cottrell

KEYSTONE'S VENEZIA SERIES

6 Point Font $2 00 23 A $0 95 46 a $1 05

BE PREPARED FOR FUTURE ORDERS

Make a careful inspection of your whole plant and replace what is missing with Keystone type and material. Every piece of material coming from this foundry is made by skilled labor and is known for its wearing qualities. $1234567890

8 Point Font $2 25 22 A $1 10 43 a $1 15

WHEN SUMMER COMES AGAIN

Do not let it catch you napping; be up and doing. It's the printer who hustles that gets the business now-a-days. Always use Keystone material. $67890

10 Point Font $2 50 18 A $1 25 35 a $1 25

MUCH TO BE ADMIRED

The Venezia Series is a type skillfully designed to meet all requirements of printing. $12

12 Point Font $2 75 16 A $1 35 32 a $1 40

SEVERE COLD WINTER MONTHS

Have caused much sorrow and unhappiness among the poor and needy. $1234567890

14 Point Font $3 00 12 A $1 45 25 a $1 55

REACHED EXTREME SOUTH

Explorer discovers the South Pole and plants flag on new land. $123

18 Point Font $3 25 9 A $1 55 19 a $1 70

OUR SINCERE FRIENDS

Seem Few and Far Between

24 Point Font $3 50 5 A $1 60 11 a $1 90

SCHOOL CHUMS

Preparing for Finish

30 Point Font $4 25 5 A $2 15 9 a $2 10

GIRLS DANCE

The Grizzly Bear

36 Point Font $5 00 4 A $2 65 7 a $2 35

DOG SHOW

Prize Winners

48 Point Font $7 50 3 A $3 85 6 a $3 65

SPRING CHICKEN

Clover Poultry Farm

60 Point Font $11 50 3 A $7 00 4 a $4 50

HOME RULES

72 Point Font $13 00 3 A $7 90 4 a $5 10

Great Messiah

VENEZIA SERIES AUXILIARIES

QU Qu Th

Not included in fonts, but are put up separately, each size by itself, at the following prices: 6 to 14 point inclusive, 50 cents each; 18 to 30 point inclusive, 60 cents each; 36 point, 75 cents; 48 to 72 point inclusive, $1.00 each.

Fonts of 6, 8, 60 and 72 point contain no Ornaments

Philadelphia
New York
Chicago

KEYSTONE TYPE FOUNDRY

Detroit
Atlanta
San Francisco

Buckeye Covers

The Standard Cover Papers

USE BUCKEYE COVERS — GOOD ADVERTISING IN A NUT SHELL

For Economically Effective Business Literature

FITNESS *is* QUALITY

Carrara marble is not the most expensive stone, but it is best for most fine statuary. BUCKEYE COVERS are not the most expensive covers, but they are best for most fine Catalogues and Booklets. The "quality of fitness" makes them *the right covers* for the great majority of jobs.

THE BUCKEYE TRAVELING DEMONSTRATION



shows how many prominent printers *have* used BUCKEYE COVERS and how you *can* use them, as a means of *improving your output* and *increasing* your income. Most of the cover reproductions in the "demonstration" represent catalogues for which BUCKEYE COVERS were chosen in competition with costlier covers *without reference to the price*. You'll see why if you *write to-day* for the "Traveling Demonstration." It will go forward by prepaid express the day your letter is received.



BUCKEYE COVERS are now made in *16 colors*, *4 finishes* (including ripple finish) and *4 weights* (including double-thick) —the greatest variety of quality cover papers ever offered in any single line. Orders promptly filled from stock by representative dealers in principal cities of United States, Canada and England. Complete list of dealers in last month's "Inland Printer." Address requests for "demonstration" to Dept. B.

The Beckett Paper Company

MAKERS OF GOOD PAPER

in HAMILTON, OHIO, since 1848

KNOWLEDGE

Of all the lore that man
to man can give
The noblest, greatest, is
how to rightly live.

A·H·McQuilkin



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Trades

TERMS: United States and Canada, $3.00 a year, in advance. Foreign, $3.85 a year.

Vol. XLIX JUNE, 1912 No. 3

Sumner's Salesmanship

No. II — By Albert Ward Dippy

SUMNER paused with his hand on the door as if struck by an after-thought.

"By the way, a return mailing-card sent out in those catalogues would probably increase the replies from prospective customers. Anything that makes a reply easy increases prospects. It may interest you to look this over."

The neatly made layout and well written copy appealed to the man whose greatest aim was "increased sales."

"How much per thousand, inserted?"

"Four-fifty."

"All right. Now, I must bid you good day, Mr. Sumner. I'll be glad to consult you on future orders."

After the door closed, Benson studied hard for a moment. He was a keen judge of men, and, though a hard driver and close buyer, believed in giving ability its due. Drawing the 'phone toward him he asked "Central" for Swift & Freer.

"This is Benson — Textile Specialty Company — I just want to tell you that that new salesman of yours is a wonder. If you ever send Wallace around here again you'll lose my work. Good-bye. Eh? Oh, he'll tell you all about it. Good-bye."

Swift & Freer recognized the force of Benson's words. They had nothing to lose on letting out Wallace, as his late work had been unprofitable, and Wallace that night was requested to seek new pastures.

But what had Benson meant about Sumner? Why couldn't he be more explicit?

The light in Sumner's eyes spoke victory as he laid down the envelope containing the Textile copy, and said quietly:

"Mr. Benson has increased his order to 10,000."

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

"But," expostulated Swift, "if we lose $125 on five thousand, we'll lose $250 on ten. If this is a joke, it is, to say the least, in poor taste."

"The price per thousand is fifty dollars higher; sixteen pages of composition, presswork and plates have been cut out, reducing cost of production. In addition he wants ten thousand mailing cards at $4.50 per thousand. You can charge up the profit as my first two months' salary.

Then the partners knew that a real salesman had been at work. And this was but the beginning. After a couple of weeks Sumner suggested a new method of handling all new work — and plenty of it was coming in now at good prices as a result of his endeavors.

"Our typography is out of date. I can't take the time any more to make my own layouts, neither can I stay around the composing-room and instruct the foreman and compositors what to do without layouts, neither can I leave my better grade of work up to compositors who don't understand the peculiarities of each job as I do. The alterations, to get what I want, would eat up all the profits."

The partners were perplexed. Here was a conundrum, but Freer had become used to Sumner's solving of problems and held his peace.

Swift, seeing everything from a conservative standpoint, spoke his mind. "We can't hire a layout man from outside — he wouldn't know our material and equipment, and we haven't any one here; so where do we get off?"

"I'm not so sure we couldn't teach an outsider. It's been done time and again. But we don't have to. I've had my eye on Burke's proofs lately. He has ideas and knows the equipment. In fact, he has handled most of my best work. With your consent I'll put him in my office and teach him layout-making. Then he can interpret my ideas in his layouts."

Swift objected. "You'll be taking the best man we have on the case — and who'll be left to do the work he has been doing?" he asked.

"Any compositor, from an apprentice up, can set the best job ever composed from a well made layout. Instead of losing one good man, his ideas and mine through his layouts will make every compositor in the office a first-class jobber — that is, any one who knows how to justify properly."

So Burke took over the layout work, and proved an apt scholar. In a short time there was a radical decrease in time spent on composition, and a much better class of work coming out of the composing-room.

Sumner thus threw off the last of the mechanical shackles that held him to his desk, and began putting many new ideas into his salesmanship, some of which were so radical that he had to "sell" his employers first.

One day he came in with a large Poultry Catalogue the firm had tried in vain to "land" for several years.

"I'm going to reconstruct this along new lines, rewriting some of it and getting new-style cuts. It will cost one hundred dollars for the art work, engravings and press proofs for the dummy."

"Have you a request for an estimate?" asked Freer, doubtfully, while the expression on Swift's face was anything but reassuring.

"No. I don't want to approach the firm until I have something tangible to show them, as my canvass will depend on the dummy."

The partners consulted. After a protracted argument the senior partner said: "We agree — provided you stand half the loss if you don't get the job."

This was Swift's compromise, believing Sumner would back out when facing personal loss. But he did not fully "get" Sumner yet.

"All right," was the terse reply.

The dummy evolved was a masterpiece. The art work blended so well with the advertising features that the whole scheme evolved into an almost perfect example of selling literature. As an "added attraction" Sumner had somehow secured photographs of three of the best strains of fowls, and had them worked up into cuts that contained so much of the "life element" that they seemed to stand out from the pages on which they were printed.

The whole idea was a radical advance over the last catalogue, a sample of which Sumner had used as a base to work from. It would cost nearly double the old job, and the partners were sure Sumner had this time overstepped the mark, and also sure the firm was out fifty dollars. The partners didn't believe in spending good money to evolve ideas that had not even been asked for.

But again they underestimated the salesman with modern ideas. A week later Sumner walked into the office and laid down a huge envelope of copy, photographs and cuts.

"Ten thousand sixty-four-page catalogues for Kellercraft Poultry Sales Company," he said, briefly.

"At what figure?" asked the partners together.

"Twenty per cent higher than Bates & Co. We stand to make thirty per cent. *They liked my dummy*," he said, softly, a twinkle in his eyes.

The firm of systematizers employed, at Sumner's suggestion, to appraise the plant at its actual value and base a cost system on cold facts, had long since revised the hour costs, but few customers were lost, as Sumner made himself of such value in suggesting new ideas that they were willing to pay the increase to secure his supervision and suggestions.

The layout man more than earned his salary. Time and again Sumner brought in mediocre work handled by competitors at low figures which Burke laid out tastefully, and Sumner had little more to do in most cases than lay the old job and layout side by side before the prospective customer to secure the order at a good figure.

At first the daily repetition of a large number of trade journals, covering many fields, coming through the mail addressed to Sumner, was a mystery to the partners, and there was some discussion between them when the subscription bills came in. What Sumner wanted with them was beyond their comprehension.

In reply to a question as to their value to the firm, Sumner smiled.

"Can't see what trade papers are good for, eh? Well, come in here," leading the way to his private office where a clerk was busy compiling a card-reference file of advertisers. "For example, here's the *Iron Age* for June — let's see — page ten turned down, paragraph underlined. 'Page & Company, manufacturers of steel radiators, are compiling data for their next fall's catalogue.' Does that bring any recollections?"

"Is that where you got next to that big catalogue?" asked Swift, weakly.

"Correct — also Burnham's Rug Catalogue, Watres' Steel Cabinet Folder, Cutler's Seed Catalogue, each from the paper covering the field, and many others. See this file? It shows, as far as I can learn, just when each of these firms is to be in the market for its annual catalogue. Of course," maliciously, "if you desire, I'll discontinue this file and drop the trade-papers."

But the partners beat an undignified retreat.

The two years rolled around all too quickly. Up-to-the-minute methods of salesmanship had greatly increased Swift & Freer's business, and a number of their old customers had returned, and many new ones were on the books, when one day Sumner asked the partners to step into his private office.

"Gentlemen, two years ago I came here, unknown. The firm was in a bad way. You paid me, under protest, fifty dollars a week. You have since increased that to seventy-five. Yesterday Bates & Co. offered me one hundred dollars a week and a five-per-cent interest in their business."

For a moment the cold chills ran up and down the spine of each partner and their tongues seemed glued. After an embarrassing silence Swift — *the conservative Swift* — gulped twice, looked at his partner, who nodded, and spoke.

"Mr. Sumner, we have been considering for some time your advent into the firm. We were going to wait till the first of the year. I see

no reason why we can not push forward this matter a few months — eh, Freer?"

"By all means — you forgot to mention the salary — $150 a week and a third interest in the business. Real salesmen are hard to find."

The inscrutable Sumner smiled.

"Thank you, gentlemen." *(Concluded.)*

The "Weekly Pi"—A One-Column Folio

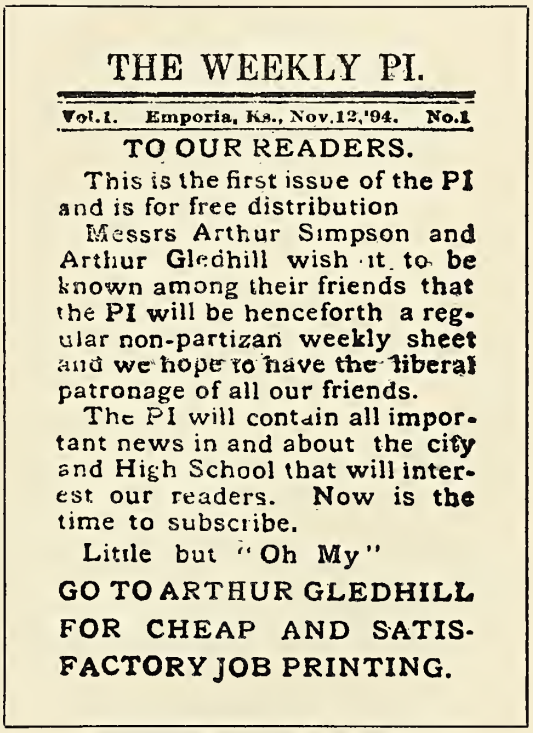
By Arthur Gledhill

"Of all the fool things a high-school kid can do—!"

THE *Weekly Pi* was founded A. D. 1894. Price, 2 cents a copy; advertising rates, 5 cents a page. It foundered six weeks later — but not until it had brought to Simpson and me, "proprietors and publishers," all of the joys and many of the sorrows of maturer journalism. And now, after eighteen years, the acknowledgment must be made that never since have we had complete control of a more "pretentious" publication.

We had both worked on the Emporia (Kan.) *Gazette* — Simpson was a carrier and I was sweeping out and washing rollers — so naturally the heading and "dress" of the *Pi* imitated the *Gazette* as closely as possible. It was about this time that William Allen White bought the *Gazette* from W. Y. Morgan. Mr. Morgan was afterward State Printer of Kansas, and Mr. White has become a national figure.

The *Pi* was probably so named because of its origin. Through the usual juvenile channels of "trade" we had come into possession of a new font of six-line Gothic wood type, far too big for our toy outfit. The foreman and general dictator of the *Gazette* office in those days was Jack McGinley, a burly Irishman with black, curly hair, the kindliest eyes, and a heart as big as his hulky frame, and withal a knowledge of the printing trade, past and present, which made him the final authority of the town. One day Jack dumped half a dozen or more cases of anti-



THE WEEKLY PI.

Vol. 1. Emporia, Ks., Nov. 12, '94. No. 1

TO OUR READERS.

This is the first issue of the PI and is for free distribution

Messrs Arthur Simpson and Arthur Gledhill wish it to be known among their friends that the PI will be henceforth a regular non-partizan weekly sheet and we hope to have the liberal patronage of all our friends.

The PI will contain all important news in and about the city and High School that will interest our readers. Now is the time to subscribe.

Little but "Oh My"

GO TO ARTHUR GLEDHILL FOR CHEAP AND SATISFACTORY JOB PRINTING.

Reproduction, actual size, of the first page.

quated type into the hell-box. This gave Simpson and me an idea. The proposal was made to McGinley that we trade him our useful font of wood type for the contents of that hell-box. The deal was made, and we carried the hell-box home and set to work to repair the havoc. This incident might well illustrate the value of forethought as compared to hindsight. However, that hell-box finally gave us the nucleus for quite an imposing job-shop. Our cases were partitioned with cardboard, similar to the cells used in an egg-case. Our press was a hand-inking, lever type Baltimorean, with a chase about $2\frac{1}{4}$ x $3\frac{1}{2}$ inches in size. We "soaked" our paper over night before printing—partly because they did it so on the *Gazette* for the old drum cylinder, and partly because we couldn't print it dry. It was too heavy a form for a press not equipped with impression screws, grippers, throw-off, or any of the modern accessories.

THE WEEKLY PI - Simpson & Gledhill- Prop'rs.
2c per Copy - 5c per Month. MONDAY

In January there will be a contest in declamation, essay and oration at the High School.

The prize is $40 to be divided among the three successful contestants Before that time there will be two preliminary contests the first of which takes place after the Thanksgiving Holidays.

There will be 36 contestants in the first and the best 9 in the final.

THIS IS THE PI
THAT CAN'T BE BEAT,
THIS IS THE PI
THAT CAN'T BE EAT,
THIS IS THE PI
THAT ISN'T A CAKE,
THIS IS THE PI
THAT ALL SHOULD TAKE

The editorial page.

By using a paragraph or so in caps. our font of eight-point Old Style Antique was barely large enough to set up one page, leaded, so we printed one page, threw it in and set up another—using extension feed-guides, of course. Strips of cardboard served in lieu of leads. The type seemed to hold together in the form better that way—and besides, another reason, we had only nine leads.

Graves, Lambert & Dickson,
ATTORNEYS AT LAW

TOM JONES
MERCHANT TAILOR
409 -:-:- Commercial St. -:-:- 409

A number of Mrs. Chase's pupils and their parents were very pleasantly entertained at the Conservatory last Saturday from 2:30 to 5:00. After a short musical program by her younger pupils the older people departed leaving the children to enjoy the afternoon with numerous games after which the happy company separated all feeling that they had enjoyed a very pleasant afternoon at the hands of Mrs. Chase.

SUBSCRIBE FOR THE 'PI'

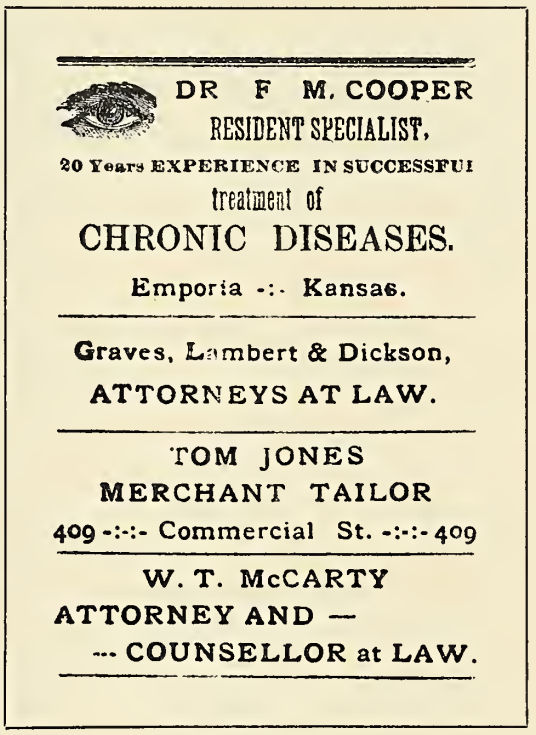
A page of local news.

Our advertising patronage was encouraging. Simpson's father was county attorney — of course he advertised. At our house there were rooms to rent — they were advertised. An ambitious colored boy in

school knew how to bind books and pamphlets — that gave us another ad. He was a nice boy, as I remember him, but he still owes us for the half page. We advertised our job-printing business. In fact, there was such a demand for our space that one week we were obliged to run a six-page paper, all home print, a two-page insert with one page blank.

Admittedly our advertising patronage came to us not always because of direct results traceable to the intrinsic worth of our columns, but partly through our personal standing and "pull" with our advertising patrons. But we have since heard it said that this is true with some isolated newspapers even in this enlightened day.

Typographically the *Pi* was irreproachable—considering. Over was divided on the "o," presumably to show we knew it had two syllables, and professor was spelled with a "ff" — that our readers might be made aware that we were fully equipped with all the necessary logotypes. Colons, hyphens and periods were used for ornament and to fill out all wide-gaping blank spaces. Note the sample pages herewith.



A page of advertisements.

There was scarcely time in the life of the paper for its editorial policy to become firmly established, yet each issue contained a gem of original verse. The news columns covered the field with such wanton abandon that necessarily some few items of interest in the town were overlooked. We attempted too much with our limited facilities — we can see it now. And perhaps, after all, the proper way to approach the printing and publishing business is not to begin as "proprietors."

The Reward of Failure

Failure is, in a sense, the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterward carefully avoid.—Keats.

The Paper for the Job

No. II — By F. James

THE best printing demands that there be no incongruity between the type and the paper, and requires a careful planning of all details. Too much of our work lacks this supervision, the result being that frequently the one who has to do with the selecting of the stock knows nothing whatever about the type-face in which the job is to be set; and, on the other hand, the compositor who selects the type has not the least idea as to what paper is to be used. Under these conditions the job when finished is more than likely to show that lack of harmony which characterized a certain house styled by an architect as being "Queen Anne in the front and Mary Ann in the rear."

And much of our printing comes under this class. Not quite so obvious, perhaps, but far enough removed from the harmonious to be noticeable to the discriminating ones who are appreciative of the niceties in any field of design.

And so it is necessary for us to carefully choose our type-faces and stock so that they will, when combined, give the best results, and this can not be done by combining any old type-face with any old stock.

The modern Roman type-faces, with their very light elements, are at their best on the smooth papers. When printed on antique stock the effect of the letters is greatly changed, due to the fact that the light lines print heavier in proportion to the heavy elements than was intended in their design.

On the other hand, the old-style faces, such as the Caslon, are at their best on the antique papers — the comparative weights of their elements, together with their freedom of lines, being in thorough keeping with the stock. The use of Caslon on antique paper gives a richness of color which is not to be obtained by the use of the modern roman on smooth stock.

It goes without saying that the black-letter type-faces, such as Priory, Caslon Text, etc., are found at their best when used on the antique papers. One could hardly imagine the works of William Morris, with their rugged type-faces, printed on the highly coated papers which form the basis of much of our work.

This also applies to type-faces similar to the Antique Old Style, and practically all of what are known as job-faces look best on antique paper.

In some instances, the great variety of papers at the disposal of the printer works harm rather than good, in that it gives him greater opportunity to go astray from what is correct. The early printers, to whose work we are constantly referred for inspiration in things typographical,

did not have this question of choice of stock to contend with. They were limited to what the market contained and the market offered white antique papers, either wove or laid. Thus they were, of necessity, compelled to use a stock which harmonized thoroughly with the freedom from mechanical exactness which characterized their typography. Now, however, we have a great variety of paper qualities, and to select for each style of type a stock which is the most suitable is or should be the first consideration of the printer aspiring to achieve the best results.

And in the consideration of this question of the adaptability of type to paper, let us not forget the proof of the job and its effect upon the customers. Inasmuch as certain type-faces are at their best on certain kinds of paper, it behooves the printer, in sending out the first proof of the job, to use the same stock as that upon which he expects to print the work.

We will say that a four-page leaflet is to be printed in Caslon on white antique wove deckle-edged paper of good quality. Just a plain, simple job, with no decoration and one display heading — yet a piece of work, which, if treated carefully and given proper margins, can be made most effective. However good the treatment may be, though, the pleasing qualities of the finished job will be due chiefly to the stock. This being the case, the first impressions of the customer, gained from the initial proof, will lack the one feature most essential, if the stock is not of the right quality.

Although the printer may have a good conception of how the job will look when finished and printed upon the proper paper, it is hardly to be expected that the customer will be able to conjure up in his mind the completed job from seeing the paper and the type separately, and to give him a proof of a page of Caslon type on a piece of calendered or coated paper such as is indiscriminately used for proofs in many offices is to invite a criticism of the work. This criticism is easily avoided by the submitting of a proof of at least one of the pages upon the proper stock — the stock which brings out the type-face to the best advantage, furnishing the proper background and lending the necessary touch of quality to the leaflet.

A thing of beauty is a joy forever:
Its loveliness increases, it will never
Pass into nothingness; but still will keep
A bower quiet for us, and a sleep
Full of sweet dreams, and health, and quiet breathing.
—John Keats.

How Our Roman Type Came to Us

By Charles Upson Clark, in *The North American Review*

THE development of the print and script which we use is a fascinating story. Every one of us who signs his name traces characters whose origin goes back to the eastern Mediterranean and whose evolution is an abstract of the whole intellectual history of western Europe. Nothing else in our daily life shows so clearly our dependence on Greco-Roman civilization. We may boast of our modernity, we may scorn the classics, we may not know a word of any language but our own; but the moment we write "Pay John Smith five dollars" we do homage to that restless little people of the Ægean and to those proud conquerors of the Seven Hills. Even the despised Middle Ages have their share in this result. Our Roman print which faces you on this page is one of Charlemagne's great contributions to modern life. He was himself unable to write; his affectionate biographer, Einhard, tells us that he used to keep a stencil of his name under his pillow and on sleepless nights try manfully to learn how to form the letters. But he had a deep sense of educational responsibility. He commissioned scholars to collect the Frankish poems and himself composed a grammar of his native Low German tongue; and in the great schools he established at Tours and at Treves, an English monk, Alcuin, reformed along ancient and beautiful lines the degenerate Merovingian writing and fixed the Caroline hand. This developed gradually into the angular Gothic or black-letter which our German friends still cling to; but it was revived in a pure form by Italian humanists just before printing superseded copying. The influence of the Roman Church carried it to England as to Poland and Bohemia; and thus we twentieth-century Americans, with all our independence, use print which Alcuin himself could read at once.

The genesis of our alphabet offers a series of interesting problems. We used to be taught that the Iliad could not have been committed to writing for generations after Homer; but the remarkable discoveries of recent years, especially in Crete, show us that long before that day — perhaps by 1800 B. C.— writing was in common use on Greek soil. Possibly the art was lost during those ages which separate that brilliant Mycenæan civilization from the Athens and Sparta of written history. We are here concerned, however, with only one branch of that enterprising Greek race.

Just off the coast of Attica, opposite the battle-field of Marathon, lies Eubœa, an island a trifle smaller than Long Island. Its chief city, Chalcis, sent adventurous colonists over the seas in every direction. Some of these pioneers settled along the Italian coast in very early times at Cumæ, not far from Naples. They carried with them their special

form of the Greek alphabet; and the Italian natives adopted the writing of Chalcis just as naturally as they bought Chalcidian exports. In those days people wrote from right to left, as the Hebrews and Arabs do yet; but to some inventive genius it occurred to write lines alternately right to left and then left to right — *boustrophedon*, the Greeks called it, from the turning of an ox at the end of a furrow. Thence it was an easy step to the permanent left-right direction which we use.

Until a short time ago we knew of nothing in Latin written boustrophedon and only a few brief inscriptions from right to left. But in 1899 the quiet young Venetian architect, Commendatore Boni, who was in charge of the excavations in the Roman Forum, came upon a slab of black marble which clearly covered something of importance. Careful work disclosed a battered block of stone with lines of Latin running boustrophedon across it. Though much of the inscription is lost and much unintelligible, enough is left to show that we have here some ritual from three or four centuries before Augustus. The letters are still almost wholly Greek; our Roman type has only just cut loose from its parent.

After the days of Cicero and Cæsar our material is abundant. Then, as to-day, there were capitals and script. The capitals have come down to us almost without change. They meet us not only in inscriptions, but also in the books of that day — papyrus rolls. Not a single one of these rolls has survived entire and uninjured; but we have plenty of fragments and a very few papyrus MSS. After papyrus rolls were supplanted by parchment books, in the third and fourth centuries of our era, an occasional capital manuscript has outlasted the use and abuse of ages. Three venerable Virgils, at Rome and Florence, still bear witness to the skill of the Roman scribes of 1,400 or 1,500 years ago.

These professional scribes kept rounding their capitals, in the direction of script, till they had evolved a new hand, the uncial. This became the regular book-hand during the troubled days when Visigoth, Ostrogoth and Lombard descended upon Rome. Our earliest Latin Bibles, together with many legal and medical works, are uncial manuscripts. A beautiful hand, it nevertheless took too much time and too much parchment. So a small-letter hand was developed beside it, largely cursive, but with the letters separate. This is called the semiuncial. It was of great importance in the evolution of our Roman type. Not only that, but it was the fashionable hand in southern Italy when Pope Gregory sent Augustine to Kent to convert the "angel" Angles; and Augustine's monks perpetuated it on British soil. There it speedily became a well marked and handsome style of writing, variously known as the Insular, Anglo-Saxon, or Irish. King Alfred, Bede, Cædmon, all the other founders of our literature, wrote like this; the superb Bibles, treasures

of Dublin, Durham, Lichfield, the Bodleian, the British Museum, are a noble monument to the skill and pride of our Anglo-Saxon and Celtic forebears. The Irish use this hand even yet to express their Gaelic tongue; one can buy in New York the New Testament in Irish, printed in Irish type.

Meanwhile the great bulk of documents, whose writers could not afford the time and material necessary for such ornate writing, used script even for books. As the Roman Empire split up into separate Germanic kingdoms, each developed a special hand out of this script. These were like our modern script in having the letters connected more or less. A number of their characteristic features have survived — every time you and I write "&" we are using the ligature for the Latin "et" in the Merovingian hand — the national script of northern France. This French hand grew hard to read; and Charlemagne's great reform, under Alcuin, consisted in resurrecting the semiuncial with some modifications. Every letter stood alone, as in modern print, with few exceptions. For three centuries this reformed hand held the field, gradually displacing the Lombard or Beneventan script of Italy and the Visigothic hand of Spain. Then it grew stiff and angular, crystallizing in the Gothic black letter which we know best in calling-cards and newspaper name heads, but which was once as familiar in England as it still is in Germany, Denmark, and Norway.

Dante and Petrarch, Valla and Poggio usher in modern times. To-day's civilization is largely due to their rediscovery of the classics. They recovered also the older and better style of writing. Italian humanists had their manuscripts copied in this revival of Charlemagne's reformed hand. About 1450 Gutenberg invented movable types, and the printed book sprang into being. Since Gutenberg was a German, there was great danger that the new process would perpetuate only the pointed Gothic; but here again the Italian scholars prevailed.

Thus our printed word is the expression of a debt. Our debt is to Greece first of all, as ever; then to Cumæ of the Sybil and practical, business-like Rome; then part of our gratitude goes to Charles the Great, and another share to the Italians of the Renaissance. They have left us a beautiful heritage of which we may well be proud and glad.

WORDS

Words, when written, crystallize history; their very structure gives permanence to the unchangeable past.
—Bacon.

Shop Efficiency and Neatness

By R. O. Vandercook

FOR the numerical majority of printers, so to speak, this article is written. The really prosperous shop, big or little, will find nothing new in it. I mean those that succeed without pull or undue favoritism and by the force of merit alone.

Judging from statistics compiled by men who ought to know, the really prosperous shops are very much in the minority. These statisticians say that only two thousand to three thousand of the thirty-five thousand printing-offices in this country have a credit rating to exceed $5,000. This means that the great majority of printing-offices are small, or are in an unsatisfactory financial condition. This also means that of the eighteen thousand circulation of "The Inland Printer," a great majority of it must go to the small shop or the struggling large shop; for, after the two or three thousand shops rated at $5,000 and over are supplied, both employers and employees, there must needs be a majority of the circulation to the shops of the other kind.

The really prosperous shop, whether large or small, shows itself to the trained eye at a glance. So infallible are these little signs, that a very satisfactory basis of credit can be determined by the appearance of the shop. Put it down as an absolute fact that all really prosperous shops, large or small, are neat and orderly; not because they are prosperous, but that they are prosperous because they are neat and orderly.

The larger the shop, and the greater the number of employees, the more stringent must become the rules for neatness and order. A little shop may exist and escape bankruptcy in a lack of order and system that would bankrupt a large shop; but without an innate aversion to slovenliness in all its forms on the part of the responsible head, it will never grow to be a really prosperous shop, big or little.

The experienced supplymen know this. They also know that it is well to cultivate the little fellow, for from him the big fellows are developed. It is rare, but it sometimes happens that a printer gets an exaggerated idea of the value of appearances only. This leads to extravagance. Real order and neatness is the least expensive thing to keep up in a printing-office and pays better than any other investment of time or money.

Good brooms and cleaning cloths are cheap, and it ought not to take several years' apprenticeship to learn how to use them properly.

You can't have too much daylight (clean windows will often let it in), or too little dust and dirt, or too few dark corners. If the boss is not executive enough to get others to sweep and clean up the shop

properly, the most noble thing for him to do, and at the same time the very best investment of his ability, is to do it himself. It is good medicine for the boss, especially of the smaller shop, occasionally to do the picking up and cleaning work himself. It gives the boys an idea of how important is that comparatively simple and easy work. It keeps the boss in closer touch with the basic elements of the plant.

Here is how a manager made several hundred dollars in one afternoon. His whole time was taken in a struggle to get enough work to keep his eight men busy and to meet his pay-roll and bills. The harder he worked on the outside, the worse off he seemed to be. One noon, however, thoroughly disgusted with the business, he sat in his office and thought. The proposition shaped itself like this: What was the use of hustling work into the shop if the more he got the worse he seemed to be? He would pay strict attention to the shop and see if the trouble could be located there. No; it would be no use to fire the old men at first. He would try a new system on them, and if the old employees did not fall in line with it, he would change the help later.

He went into the shop and looked around until time was called. He told the foreman to send the boy out for nine new, good brooms, and a pair of overalls for himself. When the foreman had a broom shoved into his hand, he protested: "You can't afford to pay my time for janitor work." "Well, I'm going to, and the time of every other printer here, and take my own time, too." With that the manager put on his new overalls and headed the broom brigade of eight printers.

At first the men seemed to think that the old man was playing a joke on them, or had lost his mental balance, but when they saw him make the dirt fly from dark corners they fell into the spirit of the thing and in half an hour the shop had such a sweeping and cleaning as it had not had in years. Out of dark corners came valuable material, cast aside in the hustle to keep the shop going. The amount of good, usable material that was brought to light and made as good as new in that one afternoon of energetic clean-up was alone worth several hundred dollars. Every machine was thoroughly cleaned, and worn and defective parts noted. A place was made for every tool and accessory in the composing-room and pressroom.

The next day machine repairs began. The boss knew machines pretty well, and the results he obtained by the expenditure of a few dollars seemed like a miracle to his men.

The next day after the clean-up, more good product was finished in the shop than ever before in like time in its history, and a great deal more than made up for the half day that was *not* lost in the cleaning up.

A few days later, while the two cylinder presses were busy rolling out work, the boss appeared in the pressroom and ordered the pressman

to stop his presses. The feeders stopped. The pressman asked what was the matter. "See that gripper wrench alongside that stock on the feedboard? I would rather pay you for a second's time now in putting it where it belongs than for ten minutes' time hunting for it the next time you want it, or for smashed type and changing form should it slide down."

The hard call-down the pressman got had a salutary effect on the other men. It took some work to have the men get the habit of never laying a tool down, but always to put it where it belonged.

The sale of worn, defective and out-of-date material as junk fully paid all the cash expenses on press repairs and other things needed in the clean-up.

Business increased rapidly. The manager did not have to wear out shoe-leather "hustling" in work. Customers kept him pretty busy in his office. They came to see him. The efficiency of the shop and the quality of the work made business grow without outside hustling. It was not long before there was no lost energy worrying about pay-rolls and bills, and this was all before the days of cost congresses.

Extravagances will never fool a trained printing-office observer. Extravagance is shown by straining for appearances for appearance sake only. Clean, white walls are neat and effective. Heavy paper and mural filigree are extravagant and inefficient. White or soft toned alabastine is cheap and easily applied. The practical effect of the increased light in a workroom much more than pays for keeping the walls light and clean all the time.

A gummed-up, dirty machine looks bad. A machine that is kept clean can be properly oiled. Work is liable to be damaged while passing through a dirty, greasy machine. The work of keeping a machine clean is more than paid for by its increased efficiency, so cleanliness really costs nothing, but makes a profit. Dusty, dirty floors ruin type and material that is dropped inadvertently; so that clean floors save more money than they cost.

Valuable material finds its way into dark corners and is forgotten. Cut out all such places and keep material, as far as possible, in the open.

Printing ink, when properly applied, produces beautiful results and increased business, but when applied to a feeder's hands and transferred from thence, in finger prints, to a job, is not a thing to be admired. It costs time to insist that feeders always wash their hands before handling stock. Because the aforesaid hands are clean, and more of an ornament than inky "paws," need not be your object in enforcing clean hands. You do it because there is less spoilage and more business, and therefore more dollars in clean hands. You incidentally get a telling point in neatness in your shop.

For the same reason it costs less to keep the stock free from dust than it does to allow it to accumulate. If your innate sense of neatness and order will not guide you, work out the problems from an efficiency standpoint. Every right move toward efficiency in a printing office is also a move toward neat appearance.

Bright metalwork may or may not be neat, in a printing-office sense. If the bright metal is on a machine where it is subject to friction, it should be kept bright by hand-rubbing, but if the bright metal parts are only for show and receive no friction, paint them over and save your elbow grease.

You like to have your friends call, socially, at your home. You spend money to have your home parlor as neat and attractive as your neighbor's. Did it ever occur to you that if you made your business office attractive to your customers, you would have more business calls and also get the reputation of being a neat and orderly printer?

Most of your life, while awake, is of necessity spent in your shop and office. Are you not entitled to spend some time and money in making the place where you must spend most of your conscious life attractive and of pleasant environment to yourself as well as to your customers? A slovenly housekeeper will not have as many callers or as good a reputation in the neighborhood as a careful housekeeper. In your business you need callers and a good reputation more than you need them socially.

Don't fear that business callers will waste your time if your office is decent. The etiquette of business always excuses a business man from talking anything else but business during business hours. You will never offend a good customer or business man by confining your conversation strictly to business and excusing yourself when through.

You say you are entitled to get some pleasure out of life. Try making your office and the environment of your life's work attractive, and see if it is not the least expensive and at the same time the best-paying pleasure you can get.

CLEANLINESS

So great is the effect of cleanliness upon man, that it extends even to his moral character. Virtue never dwelt long with filth; nor do I believe there ever was a person scrupulously attentive to cleanliness who was a consummate villain.—Rumford.



GIRLHOOD

From painting by Rudolph Ingerle, Palette and Chisel Club, Chicago

Engraved and printed by The Henry O. Shepard Company, Engravers, Printers and Binders, 632 Sherman Street, Chicago.

Editorial

THERE is an ironic humor in the fact that honest employers are cumbered with disabling restrictions in order that restraint may be placed on the practices of employers who are inclined to be unfair in their treatment of employees.

SOME employing printers make slaves of themselves by trying to do everything — to look after everything. They are limited, therefore, to a one-man efficiency. Success lies in the faculty of knowing how to organize the plant, to instil a spirit of cooperation and sense of personal responsibility among the employees.

JUST as the losses incident to the breaking of machines, the wear and tear of materials, are figured against the industry, so in time will the losses of human life, injuries to employees, old age, sickness and disability be charged against the industry as an expense which society is liable for. This principle is applied in Germany — a country whose people have a genius for discovering the true philosophy of the interresponsibility of communities.

THE complications that result from weaving into the trade-union movement ulterior purposes is well exemplified in the strike in progress, at the time of writing, in the pressrooms of Chicago newspapers. On the surface the unreasonableness of the situation is as puzzling as the warfare between Chinese tongs, but the influences that stir the subtle Orientals into action are no less powerful than those which have been at work entangling the skilled worker in the devious ways of practical politics.

CAREFUL study, logical thinking, systematic and patient investigation, accurate records — these are some of the requirements of cost accounting. Some eight or ten cost congresses will be held in various parts of the country this year, and there will be more to follow. The same truths will be told again and again in various ways. It takes a great deal of leavening to change the ideas that have held for years, and to bring into activity those forces that will reform the practices of the printing trades. The community-of-interest idea is forming slowly but surely. Cost congresses will be helpful to those printers only who are willing to help themselves.

MAN develops methodical faculty. From this faculty he has reasoned out the application of forces. He has employed animals and the forces of nature to work for him. His care for the means he employs or his neglect of them is the measure of his success or failure. More important than all — he employs his brother man to project his individuality into his undertakings, for neither animals, the forces of nature or anything else can do this one essential thing. Yet this great psychic power is little known, and what little is known is seldom used.

SHOP efficiency, as we have suggested before in these pages, is a question of managerial efficiency rather than workman's efficiency, except in such fields of labor where it is necessary to prove to the toiler that it is easier to carry a load on the barrow's wheel than to carry the barrow and its contents on his head. In the skilled trades the efficiency experts have been able to suggest little — and that little of the most trivial character. Into the skilled trades the personal make-up, the individual, or, as it is sometimes called, the personal equation, must have its way to get results. Years, centuries, have passed in testing the best way to get the best results, and, while practice has established an ideal method of working, the individual makes variations suited to his mental and physical make-up that have proved to that individual to be the best way for *him* to get results. The Chinaman pulls his plane toward him, the Oriental squats at his work, and if you give him a bench to work at he climbs up and sits on it. To change these individual methods would mean teaching the trade all over again. Give the work to the man who knows how, and keep the academic theorizing where it belongs.

Progress of the Apprentice.

Ever the friend of the apprentice, THE INLAND PRINTER feels that in its "Apprentice Printers' Technical Club" it is rendering the youthful devotees of the trade the best service of its career. The editor is a young man, an enthusiastic compositor, and senses in an unusual manner the information which the earnest apprentice desires. The information given is also of value to the mature and experienced, as scores have already testified. It is the intention to make this series of articles a compendium of information that every compositor should know, and which is not contained in any existing text-book.

We have been pleased to hear from several points that the articles are stimulating a general desire to advance the interest of apprentices. Here and there throughout the country meetings are being held for the purpose of discussing pertinent affairs. All this fires the ambition — a desirable quality in youth — and the result of it is found in the entries in our contests designed for apprentices. The entrants should be encouraged by their employers and their friends. It is not so much that a youth wins especial mention in such a contest, as it is that he displays the courage, the industry and the ambition to spend the time and labor necessary to become a contestor for the prizes.

Employing Printers' Organizations.

Singleness of purpose is a good thing. It means concentration of energy. But singleness of purpose and concentration of energy should not involve an appreciable neglect of contributing forces. The United Typothetæ of America concentrated its energies for years upon the labor problem. The Ben Franklin Club gave exclusive attention to the matter of prices, estimating, cost finding, etc. What little attention was given by these organizations to other interests in the printing trades was fugitive, with the exception, perhaps, of the matter of printing-office insurance. That the activities of these organizations have not been sufficiently comprehensive is shown in the linotype clubs, monotype clubs, technical clubs, etc., which have come into being — these having fraternal association with the larger organizations, but no formal connection.

W. M. Whitman, president of the Excelsior Printing Company, Chicago, discusses in the correspondence department, in this issue, the question of the printer's responsibility for the customer's materials. The experiences of printers throughout the country in this regard should have the effect of establishing a principle of law and equity which would be of great value. Some attempt is now being made to sectionalize the activities of printers' organizations, so that each local organization, through special committees having definite subjects in charge, can by correspondence with similar committees in other locals obtain comparisons with their own usages. The data thus obtained, when digested and submitted to the national federation, would be in shape for such recommendations as would establish a code of procedure. These reports and recommendations, if published in monograph form, could not fail to be very helpful, and if published in sufficient quantities would prove influential literature in bringing the value of organization to the attention of non-affiliated printers.

A Notable Project.

An announcement tells us that the Technical School of the International Printing Pressmen and Assistants' Union is now prepared to furnish "a liberal education in presswork." This marks another step in trade progress, and is an indication that the world is growing wiser and better.

On this particular phase of trade progress THE INLAND PRINTER speaks out of its experience and knowledge. A decade ago it secured space and equipment whereby pressmen could round out their knowledge of the trade. Despite our best efforts the venture was a failure. Our purpose was misunderstood: there was a disposition to deny that men were in need of special instruction; there was doubt as to whether anything of material advantage could be learned outside the pressroom; the envy and prejudice of many competent men manifested itself openly and subtly, and the irreconcilable, who is always with us, had a large following. The school's expectation of profit was very modest, and consequently the sinews of war were limited and the struggle hopeless.

It heartens us much to see a similar school started by the pressmen's union in cooperation with employers and manufacturers, who are helping by furnishing machinery and its accessories. Doubtless this venture will meet with the same obstacles ours did, but in a modified form. That an organization of twenty-five thousand pressroom employees should put money into the school does not mean that every member approves of industrial education, but it does show that a great majority of the members recognize changed conditions so thoroughly that they vote their money and that of their fellow members to establish and maintain the school.

Though experimental, the school makes its bow with facilities that are a monument to the constructive ability of journeymen pressmen, and

President Berry and his colleagues are to be congratulated on the success already achieved. It augurs well for the successful future which, we are sure, all will join us in wishing this large and worthy enterprise.

The Chicago Newspaper Strike.

The illegal strike on the Hearst papers at Chicago presents several interesting phases, the principal one being that the Hearst publications have furnished at least one-half — if not more — of the labor disturbances in the trade during the last few years. And yet the Hearst organization is apparently a very fair and very liberal one. With one exception — that of the Chicago pressmen — all these strikes or lockouts have been declared illegal by high union authorities; yet Mr. Hearst had strikes on his hands just the same. Nothing can be said in palliation of men — especially union men — who violate an industrial contract, but nevertheless the Hearst people are, at the bottom, suffering from unbusinesslike methods. It was common report that Mr. Hearst was running his mechanical departments as part of his political machine, one employee with a fondness for extravagant expression saying that if cockroaches had votes they would be on the pay-roll.

Large forces were employed at high wages and under easy conditions, but selections were frequently made on account of the supposed political influence of the appointee rather than his efficiency as a worker. This policy brought into the Hearst offices a preponderance of an element that is usually designated as trouble-makers.

On the other hand, the wages and easy conditions resulting from political ambition had a commercial value. So far as the mechanical departments are concerned, Hearst's employees and their families have been great boomers of his papers. This brought subscribers of the kind that metropolitan advertisers aim to reach. All this time the Hearst wage-booming tendency was a thorn in the side of the publishers' association. It was variously rumored that Hearst would not join the association, and that the association would not admit his papers to membership.

Within the last year or so, the Hearst papers have joined the association, and almost simultaneously they began to put their mechanical departments on a business basis. This was a shock to the political soft-snappers and those who had placed Hearst on a pedestal as the only thing in "good bosses" who didn't care for money so long as his employees were comfortable and satisfied. Thoroughly impregnated with the doctrine that Hearst was "a different kind of employer," that had been incessantly preached to them, many of his employees refused to believe the economies were introduced with his sanction. The local managers were invariably blamed. Especially was this true in the case of men who left other situations to go on the Hearst pay-roll "for life." Many of those participating in the recent strikes were sure that when the matter came to Hearst's attention he would issue an order to restore old conditions — not so much from fear of a labor war, but "out of the goodness of his heart," as one of them put it.

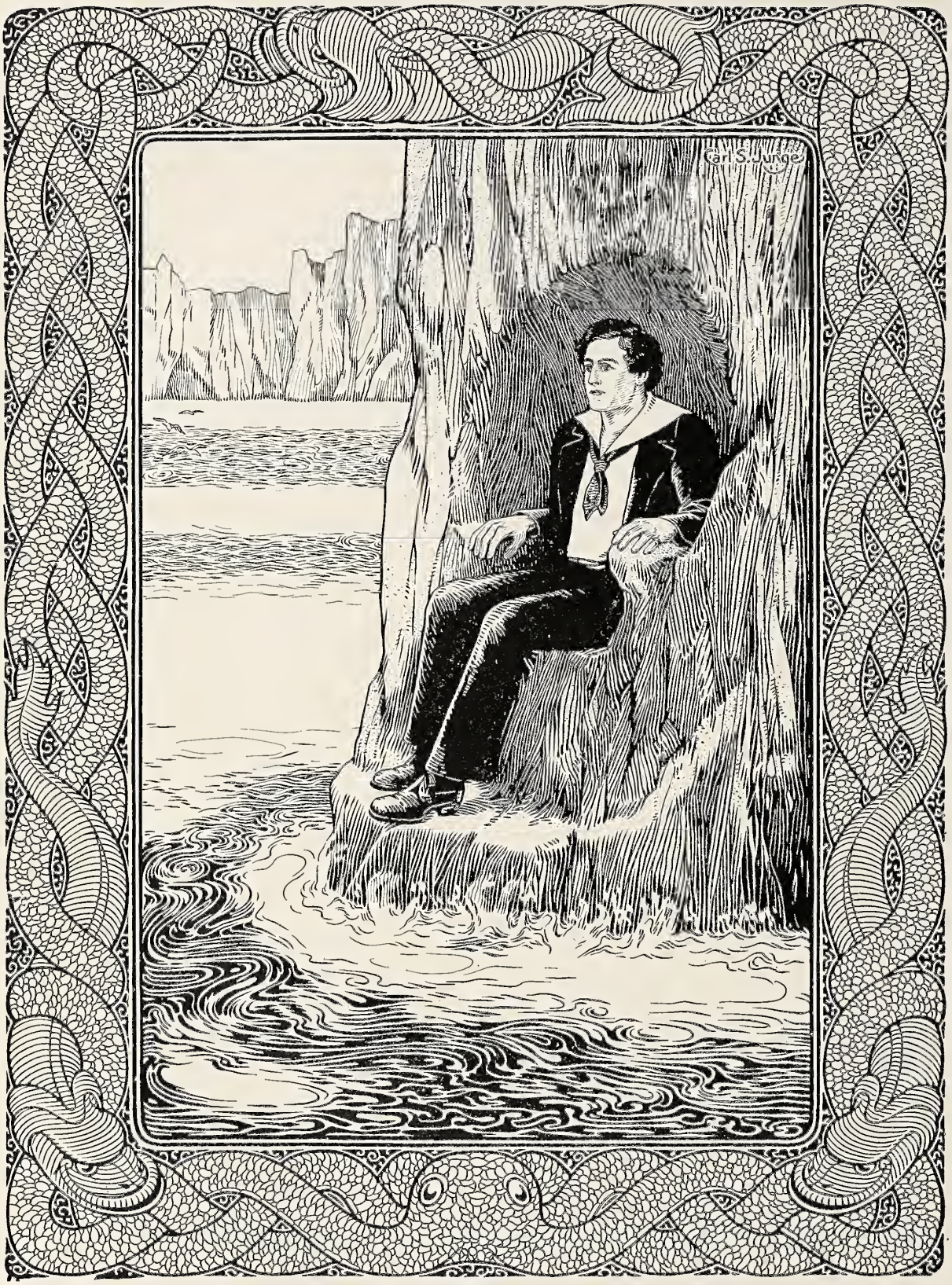
In vain did Hearst himself say he wanted the same terms as other publishers — standardized labor conditions — which is good unionism, by the way. These people could not believe their idol was so material-minded. Though in every instance the strikers were in the wrong, the Hearst papers suffered, because many of their most ardent followers entertained the same views about Hearst as an employer as did his employees. When the adoring readers awakened to the real situation, they obtained a better estimate of Mr. Hearst's calculated liberality; whereupon they withdrew their patronage and proceeded to show their resentment by berating Hearst and all his enterprises. This involved circulation, always a vital problem with newspapers, the managements of which fear most of all evils a decline in the number of readers.

A peculiar circumstance in the Chicago situation is that Hearst could not effect these economies single-handed and with the other papers criticizing him. The Chicago publishers' association has a rule whereby if a member is involved in labor trouble the other members are not permitted to issue more pages, or distribute in a wider area, than the "struck" newspaper. So while Hearst's associate publishers are unable to look forward to ultimate economies, they are under as great an expense as the Hearst organizations in securing them for the latter. In passing it would seem that this provision is a near-cousin of the sympathetic-strike idea so earnestly advocated by the radical element in the unions.

As for the printing-trade unions involved in these struggles, the indications are that they will suffer severely, in which event there will be a day of reckoning for the men who advocated these strikes based on fine-spun and fallacious theories that no violation of contract was involved.

BUSINESS.

Business is no longer done in a whisper. You must talk right up in meeting if you are to get what you are looking for.— *Novelty News.*



GILLIAT.

Designed and Drawn by Carl S. Junge, Oak Park, Illinois.

From Victor Hugo's "Toilers of the Sea."

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

LEAD-POISONING FROM LINOTYPES.

To the Editor: PHILADELPHIA, May 6, 1912.

Believing that more attention should be devoted to the dangers of that dreadful occupational disease—lead-poisoning—to which operators in the linotype branch of the printing industry are especially exposed, I ask leave to occupy a little of your valuable space for another word of caution. If it is desirable to preserve health and prolong life among printers, then it is necessary to be continually on guard against the encroachments of the insidious, cumulative disease mentioned. Nervous wrecks sometimes to be seen among linotype operators warn all that it is a delusion to think that habit-forming drugs will help any operator to ward off its effects, and it is a pity to see operators resorting to such expedients to bolster their failing powers.

The men in the linotype branch of the printing trade should be wise enough, it seems to me, to profit by the experience of those who have labored at white-lead making and kindred occupations, and consider the various means used by them to conserve their health. Entire change of clothing for work is considered a requisite to prevent absorption of poison from lead. Additional precautions are necessary, such as care in cleansing the hands at lunch time and frequent bathing. Milk, being considered a partial neutralizer of lead-poison, is used as a preventive by the men employed in the white-lead industry and by big paintmaking houses.

I believe if printers, and especially those who are employed on or around the linotypes, will take some such precautions as those suggested, much misery will be averted and valuable lives prolonged.

SAMUEL W. HOSKING.

A PRINTER'S PROGRESS.

To the Editor: TACOMA, WASH., May 8, 1912.

Believing you would be interested in knowing how one young compositor is endeavoring to make himself proficient as a typographer, I have summed up my efforts during nearly six and one-half years at the trade as follows:

I began as an apprentice in the office of the Tacoma Printing Company, of this city, in February, 1906, and had been there but a very short time when I became interested in the better class of printing. My first impulse to do good work was given me by looking over some of THE INLAND PRINTERS that belonged to my employer's collection of trade journals. My next step was to submit examples of my work to the Specimen department of THE INLAND PRINTER. These specimens were commented on, some with good suggestions for improvement, and occasionally one was reproduced. This gave me courage, and induced me to work harder and harder to gain best results in all work that I produced. After being five years with the Tacoma Printing Company, I left it and sought work elsewhere. I have been exceedingly fortunate in securing employment, and I am at present with one of the largest shops in Tacoma, and my range of work has included nearly everything from a ticket to the city directory.

One of my methods of getting ideas on design and color schemes was to visit the railroad and steamship offices, and gather the booklets, folders, etc., many of which were very pleasing. From the hotels, also, I have secured some fine examples.

My collection of booklets now numbers about five hundred different specimens, including viewbooks, advertising booklets, folders, slips, etc., representing the work of many well-known firms of printers in all parts of the country.

I also have a collection of letter-heads, names, programs, blotters, cards, envelopes, in black and colors, numbering nearly one thousand pieces.

Typefounders', paper-dealers', and inkmakers' specimens and catalogues also form an important part of my library. This class of work includes the new American Specimen Book of Type Styles, of which I am quite proud.

Among other books in my library are the following: "The Art and Practice of Typography," "Letters and Letter Construction," "The Typography of Advertisements," "Type Designs in Color," and the beautiful souvenir of the Fifty-seventh Annual International Typographical Union Convention.

My greatest asset, however, lies in the fact that I am a regular subscriber to THE INLAND PRINTER, *The Printing Art, The Graphic Arts, The American Printer* and the *Printing Art Suggestion Book.*

In connection with all my books I have an index system, arranged so I can immediately locate any article or specimen I may desire.

It has surely paid me, and I believe it would pay other printers earnestly to collect and study examples of the best typography. Every printer should take at least one trade journal. H. S. BLACKBURN.

[An excellent record and a fine system. Round out your experience now by taking the I. T. U. Course.— EDITOR.]

THE HUMBLE PROOFREADER.

To the Editor: CAMBRIDGE, MASS., May 6, 1912.

Ordinarily, proofreading is exacting work—usually underrated, sometimes underpaid. Still, it is, to some persons, a congenial occupation—or would be, under pleasant conditions.

It is seldom that a faithful reader gets credit for really valuable services in helping to produce a faultless page. The unlucky one is judged, not by what has been done—however much or however well—but by sins of omission—

undetected errors. The galley-slave is apt to overlook a turned S when pouncing upon "vegetable food" instead of "regrettable fact."

It is a hardship to see errors which it is not permissible to question. The restricted proofreader is told to "follow copy" or be execrated. But woe to her who allows "immortal" Shakespeare to be called "immoral," even though the neat typewritten copy be defamatory.

Under adverse conditions she is expected to evolve perfection out of bedevilment. If the compositor and copy-holder agree in calling a word something which it is not, it is up to the proofreader to know whether it should be "fiend" or "friend"; whether "tragic nurse" and "comforting muse" are all right; also "bosom of destruction."

Another hardship relates to authors — or would-be authors. Doubtless, their wishes, however whimsical, should be respected; for are they not paying for the book? And the humble proofreader is not writing it.

An author, of course, has more license to use imagination than the proofreader, who should not, however, be deficient in this respect. The writer can call a stagecoach a "lumbering convenience," if he wishes, or speak of the "hoot" of an approaching automobile. It is strictly none of the proofreader's business to question his fantastic modes of expression.

In a new edition of a book one can not help wondering at the slavish conformity to former editions: whether apparent errors are what a long-ago proofreader failed to detect, or whether the author wrote it so. And is it right to perpetuate such errors? But the humble proofreader must not dele a comma even between subject and predicate of a sentence!

In a comparatively recent edition of an expensive book are two odd instances, which appear to be typographical errors. And, probably, they are. Describing an ancient subterranean chapel, the author mentions "boundless pavement" and "cluster of ashes." "Soundless pavement" and "clutter of ashes" convey a clearer meaning.

Then the inconsistencies of dialect: one is sometimes astonished at the good English used by a character who is supposed to speak Scotch, or otherwise.

In up-to-date printing it appears that speed is put above accuracy, quantity before quality. It is true that minor errors and inconsistencies are not observed by the average reader of a printed book; and a "hustling" proofreader, who is fairly accurate, is worth more to a firm than one who is accurate and slow. But neither speed nor accuracy can reasonably be expected when bullying and fault-finding are of almost daily occurrence.

BLUE PENCIL.

STOLEN PLATES — WHO IS RESPONSIBLE?

To the Editor: CHICAGO, May 6, 1912.

Many times I have thought that the trade would be benefited, and time and money saved, by a setting forth of the facts in regard to the real responsibility for the loss of electrotypes and plates, cuts, etc., lost, stolen or consumed by fire, where such plates belong to the customer.

The writer has had some experience along this line — sometimes of a quite serious nature — and feels that he is competent to offer some advice on the subject. If there is legal or just protection for the printer, it is right that he should know what it is and avail himself of it.

Whenever this subject has been discussed, either with the buying public or with fellow printers, there seems to be the feeling that the printing-office is responsible for the customer's plates, and that any plates either delivered by the customer to the printer, or paid for by the customer and therefore belonging to him, must finally be returned in good order to him, or, failing so to do, the value of them must be made good. This he can claim legally only where a specific agreement has been entered into in which the printer plainly assumes the liability. The only other exception is where storage has been charged. Compensation for storage constitutes a liability.

The foregoing statements are made on the assumption that the printer has cared for his customers' plates in the same manner that he has cared for his own, and it is quite natural that equal care would be given. It is a very fine point in the law that where there has not been proper care, and where this can be proven to be the case, recovery for value can be made. Much stress is laid upon this point in law, and it would have to be proven that good care had been taken of the plates and that this care had been in no sense negligent nor inferior to the care bestowed upon other plates and all other property in the plant.

One is often asked whether the insurance carried by a firm does not cover a customer's plates. It is true that sometimes the total insurance is increased by enough to accomplish this end. If this is done it would, of course, add to the premium expense unless it be arranged that the customer pay for this extra insurance. Unless such an arrangement has been made, carrying insurance of this kind would be purely philanthropic. In case of fire it would be positively dishonest to recover for a customer's plates by claiming that the ownership resided in the printing-office. I can not understand how one could defraud an insurance company in this way, and I hope that it has never been done. There is no reason why the customer should be protected in this manner, either for plates, paper stock or any other property, by misrepresentation and falsehood. There is no obligation on the printer to extend such insurance. The loss properly belongs to the customer.

My own company has had two very serious suits brought against it, both of which were caused by the loss of a large number of plates, one of them about seven years ago and the other within the year. Besides these suits we have been threatened with legal proceedings on several other occasions for minor losses. The first suit was for $5,000 and covered the loss by theft of plates for quite a number of books. We were completely vindicated. The law is very distinct on this subject. It is derived from a very old English law. Though one may be defeated in the lower courts, it will pay to appeal and carry the case to a higher court, for it must eventually be decided in favor of the printer.

In the second case we also won, but an appeal has been taken and the case will come up in about a year. We have not the least idea of losing.

It does not take very much thought to see that the law bearing on this subject is a thoroughly just one. There is no reason why one should be responsible for property entrusted to his care as long as he takes as good care of it as he does of his own property.

Whenever we have been threatened with a lawsuit on account of plates being stolen from us, our experiences have made us so familiar with our rights that we have been able to head off trouble right at the start. We have been enabled to set forth our case with much clearness, and have had a definite experience to refer to. We have never failed in turning aside threats, and have saved ourselves much annoyance and expense. Lack of acquaintance with our rights would make our resistance so weak-kneed that we naturally would become involved in court proceedings.

It is optional with the printer, if he thinks it good business policy, to reimburse his customer, wholly or in part. Sometimes my own company has made good for small losses where it has seemed to be good business to do so. We have always been careful, however, to let the customer know what we have been doing for him, for one would get no credit for giving away a thing unless the other party be made to know that it was being given away. It is a bad precedent to set, however, and should be indulged in as little as possible. It creates the idea that it is only just to do it, and probably legal, and gives the customer a chance to quote one printer against another. There are enough ills under which we suffer without increasing them.

Another loss may come through the corrosion of zinc plates where they have been kept in a wet or damp place, and here again the printer is not responsible. It does not matter whether or not it is an established fact that zinc plates stored with strawboard between them are almost sure to corrode if kept in a damp place. If the printer has acted up to the best of *his* knowledge, and has stored his own plates there, he can not be held for the loss to the customer.

I hope that these remarks will be of help to the trade, so that intelligent resistance will be made to unjust claims for damages and reimbursement. It is not necessary that one be browbeaten when he knows his rights. I never hesitate to tell a customer that we have not insured his plates, and that we are not responsible for their loss by theft or fire.

WM. F. WHITMAN.



Fish Hawk, War Chief of the Cayuses.

Copyrighted, 1900, by Major Lee Moorehouse, Pendleton, Oregon.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

A CONSOLIDATION of the London *Daily Mail* and the *Morning Leader* has been arranged for.

ACCORDING to the *Labour Gazette*, 5,798 printing employees have benefited through increases in wages, the augmentation amounting to $15,000 for the month of January.

THE *Daily Herald*, of which sixty-six numbers were issued last year under the direction of the London Society of Compositors, at the time of the shorter-work-day strike, is to be resumed, and publication offices have been opened up at 12-14 Red Lion Court, Fleet street, London, E. C. A circulation of one hundred and sixty thousand copies is confidently expected.

GERMANY.

A NEW term of the printing-trade school at Leipsic began on April 15.

THE number of periodicals published in Germany during 1911 was 6,178, an increase over the previous year of 317.

ONE Matthias Schöffer, the last descendant of Peter Schöffer, the associate of Gutenberg, died recently at Biblis, near Gernsheim on the Rhine.

A PRINTER at Munich was recently fined for neglecting to place his imprint on an invitation executed by him for a performance by Mlle. Villany, the nude dancer.

THE completion of "Castle Gutenberg," at the Berka baths in Thuringia, is announced. This is a convalescent home for printers and was erected under the auspices of the Berlin printers' sick-relief organization.

ON April 22 Herr Julius Mäser, publisher of the *Typographische Jahrbücher*, one of Germany's leading trade-papers, and founder of a *Technicum* (a special trade school) for printers, at Leipsic, celebrated his fiftieth year in the typographic harness.

THE Association of Printing Proprietors of Berlin has sent to the city authorities a protest against the sending of municipal printing away from Berlin, the officials directly concerned with giving it out having invited bids from printers in small neighboring places.

ONE wonders if there is anything novel about it when noting the appearance of a little work entitled "*Die Amerikanische Buchführung im Buchdruckgewerbe*" ("American Bookkeeping in the Printing Business"), which has just been issued by a Leipsic publisher.

UNDER a new German law, in force April 1, every employee of a factory having over twenty workers must be given at pay-time a written account of the amount of his wage, together with an itemized statement of the deductions that have been made from it, should such occur. Disregard of this regulation is punishable.

DURING 1911 Germany exported books to the value of 51,000,000 marks ($12,238,000), which were divided among the different countries as follows: Austria-Hungary, 21,000,000 marks; Switzerland, 7,000,000 marks; Russia, 5,000,000 marks; United States, 3,300,000 marks; France, 2,500,000 marks; Great Britain, 1,500,000 marks; Italy, 1,000,000 marks.

IT has been decided to erect a monument to Gutenberg at Eltville, where the master spent his last years at the court of Count Adolf von Nassau. As it is now believed

that Gutenberg lies buried in Eltville, it is expected that his remains or his grave will be discovered when work is begun on the building of an addition to the parish church, arrangements for which are now under way.

THE report for the winter season of 1911-12 of the trade school for printery apprentices at Braunschweig gives the number of attendants as 120. The full course covers four years and the attendants were listed in the classes as follows: First year, 35; second, 33; third, 33; fourth, 19. In addition to technical tuition in composition and presswork, instruction is given in German, French, calculation, civic history and law, and trade bookkeeping.

SELLING books by machinery is a new idea for which the noted Reclam publishing house is sponsor. An automatic vending machine is arranged so as to give a choice of twelve volumes selected from the Reclam Universal Library, and it delivers the desired book upon dropping a 20-pfennig (5-cent) coin into the proper slot. The machines are to be installed to fight the cheap blood-and-thunder literature, by offering a chance to buy really first-class and interesting works at the same price.

THE Koenig & Bauer press-building concern at Würzburg, Bavaria, has issued a handsome quarto pamphlet, with a cover heavily embossed in gold bronze, in which it gives a history of the invention of the cylinder press by Koenig, together with pictures of Koenig and his early presses. Views are also given of the present factory buildings at Würzburg. This establishment has built over eight thousand printing-presses of all kinds, which have gone all over the world, excepting, curiously enough, the United States.

AT a recent examination of apprentices, made under the direction of the Dresden branch of the Master Printers' Association, 79 composing-room, 39 pressroom and 2 electrotypers' apprentices were tested as to their proficiency. The report of the results is too detailed to be reproduced here, but it indicates the great value of just such examinations, taken periodically. The idea is one that might well be copied in America, since too many boys get into the printing business who might contrive to become excellent sewer-diggers.

LAST year a contest was held at Leipsic, under the auspices of one of the master printers' organizations, to determine the relative productivity of certain typesetting and type and line casting machines. The results were recently announced, following which several manufacturers of such machines made use of the figures arrived at upon which to base claims as victors in the contest. Incidentally, in their advertisements, some occupying double pages in the trade-papers, they fire hot shots at one another. In reading these advertisements, while one admits that "figures can not lie," one is constrained to believe that they can be twisted to support most any statement. However, one is struck by a very apt alteration the linotype people made in the old Latin phrase, "*in vino veritas*" ("in wine is truth," meaning "the drunkard tells the truth"). This they had changed to "*in lino veritas*" and used it as the heading of a page advertisement, and it does seem as if they had the best of the argument.

FRANCE.

THE January issue of the *Bulletin Offieiel* of the French master printers, as was noted before in these items, had a supplement devoted to an account of the graphic-arts exhibits at the Turin Exposition of last year. This issue of our splendid contemporary weighed 1,250 grams (2½ pounds) per copy and was taxed 1¼ francs (25 cents) postage on those sent to foreign countries, 55 centimes (11 cents) on those transmitted in the domestic mails, whereat the publishers justly growl in the February issue and ask for assistance to fight the exorbitant postal rates.

THE lithographers of Bordeaux went on strike recently because of their demands for higher wages not being granted.

M. GUSTAVE GOUNOUILHOU, honorary president of the French Master Printers' Association, died March 1, at Nice, in his ninety-first year. He was a prominent printer and publisher in Bordeaux.

PARISIAN printers have now another grievance. The distribution of handbills and other printed advertising matter is prohibited. The reckless throwing about of handbills has been one of the causes of the unclean condition of the streets and sidewalks. In order to put a stop to this nuisance the city council proposed to tax handbills, but the Chamber of Deputies would not agree to this. Thereupon the prefect of police suggested a municipal by-law abolishing altogether the distribution of such matter. This was passed.

A COMPANY has been formed in La Gerenne-Colombes, near Paris, under the name of Société anonyme Utocolor, to exploit a new photo-print paper, which, under the proper color negatives and filters, will develop pictures in natural colors. It is an advance along the line of the Lumière color negatives, and though not much beyond the experimental stage gives promise of later perfect results. A price of 75 cents is now quoted for a package of ten sheets, 9 by 12 centimeters in size, of the "Utocolor" paper. Two baths are required, and it takes about twenty minutes to develop and fix a print.

THE Parisian daily, *Le Petit Parisien*, has the largest circulation in the world — 1,400,000 copies daily. After it follow *Le Petit Journal*, *Le Journal* and *Le Matin* (the last with 800,000 circulation); *La Croix de Paris*, 300,000; *Excelsior*, 180,000; *L'Echo de Paris*, 175,000; *La Petite République*, 125,000, and *L'Illustration*, 115,000. With the exception of *Le Petit Parisien* and the London *Daily Mail*, no European daily has a circulation of a million. Several German papers have circulations from 300,000 to 400,000. *Der Wahre Jakole* and the Berlin *Morgenpost* each have 350,000.

SWITZERLAND.

THE membership of the Swiss Lithographers' Union increased to the extent of 103 last year, the total number of members at the beginning of this year being 819.

IN one of the leading offices of Zurich a new series of 20-franc notes is being printed for the Swiss National Bank. This issue, which will amount to 30,000,000 francs, will be stored, to be used only in case of war with another country.

ON March 4 the Pressmen's Club of Basle made an excursion to Freiburg, in Baden, Germany, to view the machinery and working of the new Merten's illustrative process, in the establishment of Poppen & Sohn. After spending several hours in investigating the process, the excursionists met their fellow pressmen of Freiburg, who gave them a hearty welcome and took them on a tour around the handsome town to show them its interesting points. The members of the club returned home to the old printing city on the Rhine much pleased with their trip.

AT a recent meeting of the Typographic Club of Zurich, Herr J. Kohlmann gave a short lecture on "The Valuation and Criticism of Printed Matter by Printers and the

Public," from which we quote a few pertinent conclusions: "The majority of the craftsmen value their work differently and as a rule higher than does the public. Mutual enlightenment is necessary, and should be specially pursued by the printer, as being the producer. It may not be possible, however, to eradicate all of the undesirable factors which help to influence the judgment of the public. Extravagant or eccentric demands on the part of customers must at times be energetically opposed. The graphic artists are assisting valiantly in the improvement of typographic products, and have done very good things, but the printer should not let the artists override them altogether. Because of the overvaluation of technic the opinion is widely disseminated that a piece of work must display an overcoming of technical difficulties in order to have artistic importance. Each work can be tastefully executed within its own limits if but the necessary intelligence is applied. The main thing is to free oneself of technical prejudices and give the work free, untrammeled treatment."

HUNGARY.

THE "Athenäum," a publishing concern in Budapest, has increased its capital by 800,000 crowns ($164,000).

A BANKING institution, having for its special object the furthering of newspaper interests, with a capital of 100,000 crowns ($20,500), has been started at Budapest.

A COMMITTEE has been appointed to make preparations for the next international congress of publishers, which will convene at Budapest in 1913. The last congress was held at Amsterdam in 1910.

THE director of the municipal printing-office of Budapest — Ferdinand Janernik — received from the Emperor the cross of the chevalier of the Order of Francis-Joseph, on the occasion of his attaining twenty-five years of service.

THE city of Budapest has acquired a collection, made by Prof. Géza Ballagi, of Hungarian political brochures, comprising some ten thousand pieces, dating from 1790 to 1906 and constituting a precious source of political history of this country.

AS A consequence of the law prohibiting night work for women in factories, enforced since January 1, a large number of female pressfeeders in Budapest have had to be replaced by males. This law is the result of an international conference on the subject, which was held at Berne, Switzerland.

ITALY.

SIGNOR SALVADORE LANDI, publisher of *L'Arte della Stampa*, and a prominent printer, of Florence, who died there last December, in his eightieth year, by will left a certain sum to pay for a banquet to be given all his employees eight days after his interment. He also left several thousand lira to be divided, according to length of service, among his workmen. A few days before his death he had sold his printing business to a company formed to run it.

A STRIKE of the printers at Livorno, after lasting two months, resulted in a decrease of the working day from ten to nine hours, and an increase in the minimum wage from 21 to 23 lira ($4.05 to $4.45) weekly, also an increase in the piece scale from the old rate of 30 centissimi (6 cents) per thousand to 48 centissimi (8 cents) for the present year, 44 centissimi (8½ cents) up to 1915 and 46 centissimi (9¼ cents) for 1916. The new agreement is for five years.

BECAUSE of the extra editions and larger circulations caused by the publication of news regarding the Turko-Italian war, the newspapers have had to use almost double the usual quantity of news paper. The Italian paper industry, because of insufficient machinery, seems unable to meet the increased demand, and the high tariff on paper has operated against its importation. Under these circumstances the Italian Newspaper Publishers' Association has decided to press an energetic demand for the abolition of the duty on paper.

THE fight against visiting-cards which a French lady has been carrying on in the Parisian journals prompts the *Giornale d'Italie* to discuss fashions in visiting-cards and record peculiar ones that have been used. Several years ago fashion made a futile endeavor to introduce colored cards, cards with allegorical devices and cards with the picture of the owner. There are collectors of visiting-cards, and some have in their gatherings specimens which show either great egotism or some mental deficiency on the part of their originators. An Italian collector can show examples like the following: "Giovanni Exposito, barber to the Captain of the Carabinieri"; "Maria Corradi, servant girl of Senator Tajani"; "Ercole Salvatori, quartermaster of the Bersaglièri in the battle at Adua"; "Girolamo Battaglia, expectant of a government position"; "Jeanne Bellebouche, songstress ready to accept engagements"; "Gennaro Ardena, refugee from Messina"; "Diana Martire, woman suffragist, lyceum member"; "Guido Forti, Nationalist"; "Alfonso Martiri, disciple of Ferrer"; "Zefferino Primivi, former chamberlain of the Rosetta, now in want because of ill health"; "Ferenzio Filoni, blind and crippled since Mentana," etc.

EGYPT.

ON March 1 the principal printing houses of Alexandria, with one exception, accorded their employees an eight-hour work-day.

THE Arabic printers of Alexandria are much interested in the new linotype machine for setting Arabic. As the alphabet of this language contains some four hundred characters, it was considered doubtful if mechanical arrangement could be possible. It is difficult to set an average of five hundred signs an hour by hand. On the new Arabic linotype the number of characters has been reduced to 180, and there is a possibility of setting four thousand an hour by it. With the composition of this language being thus rendered more facile it is believed that Arabian literature will make notable advances.

BRAZIL.

BY order of the president of Brazil a law governing the copyrights of foreign authors of literary, musical and artistic works went into effect on January 17 last. The law itself had already been passed by the legislature in August, 1908. All future productions upon which the originators have obtained copyrights in their own countries have the same privileges in Brazil, providing the country of origin belongs to the international copyright convention or has entered into a special agreement with Brazil in the matter of copyrights.

DENMARK.

PRINTING brokers in Denmark are not permitted to proclaim or advertise themselves as printers. There appears to be a law, dating from January 3, 1851, under which punishment for such an offense may be inflicted. Recently a printer, who had been obliging enough to place the imprint of an intermediary purveyor of printing upon some work he did for the latter, was brought before court and punished for making this untruthful statement as to the producer of the work.

A Study Course in Advertising

LESSON V.— BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

THE letter as an advertising medium is not generally appreciated. The letter properly handled can be made to bring in a volume of business that will seem surprisingly large to those who have not credited this medium with the selling force it possesses.

One distinguishing characteristic of the letter stands out in bold relief — it is personal. Principles that apply to the production of newspaper advertisements, of booklets, folders and circulars, may also apply to the letter — but they must always be governed by the fact that the letter is personal. Without question its appeal is next to that made by the personal visit.

This very close approximation of the living, breathing personality which the letter has can not be too strongly emphasized, because as yet those who receive the letter regard it in the light of a personal message to them — or else as an insultingly crude and cheap imitation. There is no middle ground.

You may send a man or a woman a poorly gotten-up booklet. It will probably fail to sell goods, but the chances are against its leaving any very deep-rooted unfavorable impression. We may say its effect will be neutral — neither very much for nor very much against the sender. Send this same man a poorly gotten-up letter and you will undoubtedly arouse a feeling of disgust, and create an adverse opinion which will last for some time. Your man knows the booklet has been printed by the thousand; he instinctively feels, even though his experience may tell him differently, that the letter is a private matter — a special representative of yours — and wants to know what sort of man you are to be so represented, and what sort of a man you think he is to receive such a shabby caller.

George French says in his very interesting book, "The Art and Science of Advertising": "The paper is, after all, the basis of good stationery, and it is upon the paper that the effective letter-heading must be built. Paper furnishes the business man with an opportunity to do very effective advertising, while supplying one of the ordinary needs of his business."

For letter-headings the best paper to use is a high-grade bond, samples of which may readily be obtained from the manufacturers. The question of color is largely a matter of taste. White is the most used, but it is often desirable to select a color which will, if persistently used, become a sort of trade-mark. Seasonable colors may be used or colors that are particularly in keeping with the article advertised. Envelopes should always be made of the same stock and match in color.

The regular business-letter heading may be printed from type, lithographed or engraved. Each process has its advocates, and all three may be used by the same house.

While the nature of the business must in a large measure determine what is to be included in the wording and design of the letter-heading, there has been in the past few years a very marked tendency to cut down and simplify. At one time it was the custom to show a picture of the factory, store or office building of the concern, give a full list of its officers, its branch and foreign offices, its cable address, its capital stock, and perhaps further information of a similar nature. Now, the name of the concern with its address and the nature of the business conducted is all that is required — though a list of officers and a trade-mark may be added with good taste.

A letter-heading should be dignified — much is summed up in this statement. It may be individual, but never at the expense of dignity. Altogether too many strive for the unusual, and in so doing secure a monstrosity of color and design that robs their letters of much of their effectiveness. A letter-heading is not a billboard, nor is it a howling, strident-voiced sideshow "barker" — it is your representative.

For special lists a folded sheet may be used with good results — either to fit a baronial envelope, or, what is perhaps better, one of the larger sizes of personal stationery— say an envelope measuring about 4 by 6 or 4 by 6¼. These sheets should generally be engraved, and the die should contain only the firm name and address. This style of stationery is particularly effective in circularizing a list of women, though by no means ineffective with men, where the article advertised is of a personal nature.

A good letter and good stationery can easily be spoiled by poor typewriting — including both work and arrangement. In arrangement the main consideration is to secure an "open," pleasing appearance which invites reading because it makes it seem easy. A very good general rule to follow is to "center" all matter to the eye — that is, the matter may not necessarily, and probably will not, be mechanically "centered," but it will appear so to the average reader — the idea is to center tone values. In Fig. 1 the matter is not centered. It lacks balance, and is not nearly as pleasing in its general effect as Fig. 2, in which the tone values are centered. Note the attractiveness of the margins and the balance of the white space that is secured by "centering." This all has a tendency, in addition to the general good impression that it leaves, to make the typed matter seem smaller and easier to read.

Where the lists are too large to allow actual typewritten letters to be used, and mechanical, or process letters as they are sometimes called, must be used, the very greatest of care must be exercised in "filling in" names, addresses and salutations. If this work is done outside your own office, see that it goes to only the best places, and thoroughly inspect the finished product. If the work is done in your own office, see that the ribbons used on the duplicating device and those used on the typewriter absolutely match. Avoid using a new ribbon on the duplicating device and an old ribbon on the typewriter. Correct "filling in" is more essential, and while it does not present great difficulties, it does require close attention.

We will now take up the writing of the letter. We have two elements to work with — words and ideas. The idea is the stronger element, though unless it is properly expressed

it will amount to little or nothing. So far as our work is concerned we may consider both elements of equal importance.

Much that was said in Lesson III in regard to advertising English also applies to the construction of the letter. A business form or circular letter should nearly always be written in an argumentative strain. It is a presentation of a series of reasons with a gripping conclusion. This does not mean the letter should wrangle, nor that it should be heavy or uninteresting — quite the reverse. But it should not be a combination of set and state expressions, wild and extravagant claims, and pleadings for business.

The use of state expressions is a fault common to practically all beginners in the art of letter-writing. Just as years ago many people would start their letters with "I now take my pen in hand to write you, etc.," there are many letter-writers to-day who fail to do materially better. So many letters start off with "We take great pleasure in advising you that we, etc.," or "We shall be greatly pleased to book your order," and wind up with "Awaiting your favorable reply." Now there is nothing the matter with these expressions excepting that they are worn out.

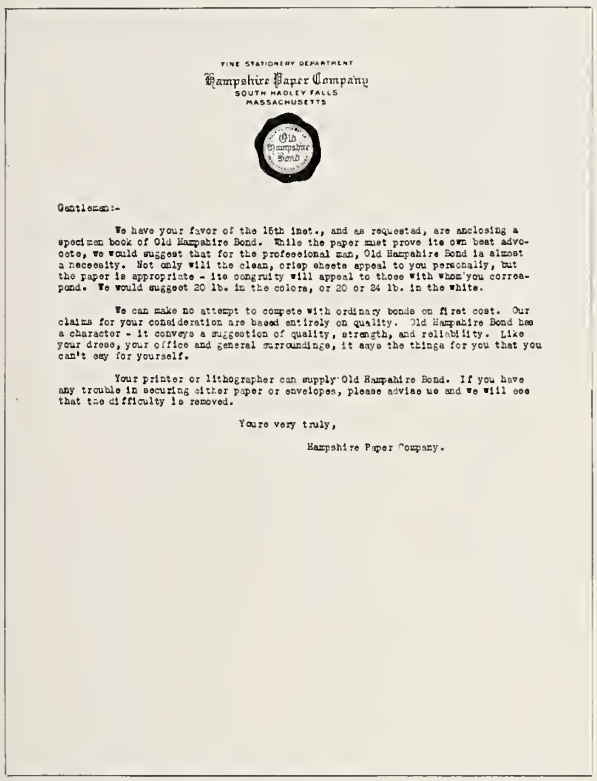
I would almost be willing to say that there are no restrictions, no rules, no forms to follow in writing a letter, excepting those suggested by every-day common sense. There is, however, an apparently uniform rule laid down by authorities on letter-writing. It is: Never open the letter with the word "We," nor with a sentence about yourself. The idea, which is a most excellent one, is that you are very much more likely to interest the other fellow by talking about him and his interests than by talking about yourself and your own interests. Such openings as "You can save anywhere from fifteen per cent upward by the use of, etc.," "Your problem is to make your printed matter sell goods, etc.," or "Perhaps you have been wondering how to, etc.," it is easy to see, will not only be more interesting to the man who is reading the letters, but also carry with them a pleasing little touch of very subtle flattery. Whom do you like better — the man who asks you "How is that car of yours running?" or the man who starts at once to tell you about his car?

This thought should be carried through the entire letter. Tell your prospect what you can do for him, not what he can do for you. Until you write your letter and come to analyze it you will probably not realize how hard it is to keep the "We" in the background and bring forward the "You." Yet you must avoid the appearance of selfishness.

Make the opening paragraph as interesting and as strong as possible. Some writers claim that a letter is made in opening sentences. Certainly much of the reader's interest for the remaining paragraphs depends upon them.

The question of the length of the letter presents many difficulties. For years we heard that it takes longer to write a short letter than a long one. However, it requires much less time to read a short letter, and, above all things, we want our letter read. The danger of the long letter, to us, is that we will most probably say a great many more things than are necessary, or we will use a great many more words than we should. Any idea or word not fully required tends to divert our reader's attention from the main points — providing, of course, that the letter is read at all. There are a great many arguments both for and against the long letter, but all of them are from what we may call a literary standpoint. It is safe enough to let them rest and look at the matter entirely from this standpoint: quite apart from merit of the matter in the letter, too much of it will in so many cases prevent the busy man from reading it at all that we are condemned without a hearing.

The trouble with so many letters is that they are



FINE STATIONERY DEPARTMENT
Hampshire Paper Company
SOUTH HADLEY FALLS
MASSACHUSETTS

Old Hampshire Bond

Gentlemen:-

We have your favor of the 15th inst., and as requested, are enclosing a specimen book of Old Hampshire Bond. While the paper must prove its own best advocate, we would suggest that for the professional man, Old Hampshire Bond is almost a necessity. Not only will the clean, crisp sheets appeal to you personally, but the paper is appropriate - its congruity will appeal to those with whom you correspond. We would suggest 20 lb. in the colors, or 20 or 24 lb. in the white.

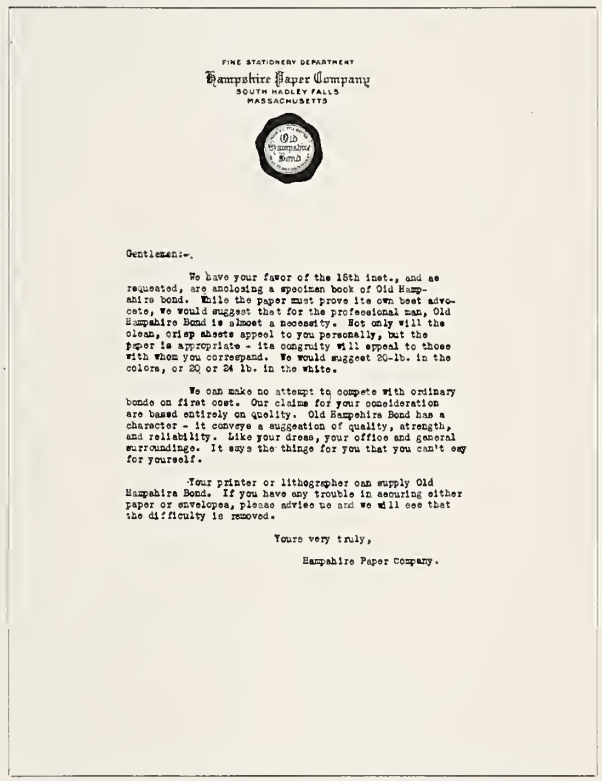
We can make no attempt to compete with ordinary bonds on first cost. Our claims for your consideration are based entirely on quality. Old Hampshire Bond has a character - it conveys a suggestion of quality, strength, and reliability. Like your dress, your office and general surroundings, it says the things for you that you can't say for yourself.

Your printer or lithographer can supply Old Hampshire Bond. If you have any trouble in securing either paper or envelopes, please advise us and we will see that the difficulty is removed.

Yours very truly,

Hampshire Paper Company.

FIG. 1.— Showing unpleasing effect caused by lack of balance in arrangement.



FINE STATIONERY DEPARTMENT
Hampshire Paper Company
SOUTH HADLEY FALLS
MASSACHUSETTS

Old Hampshire Bond

Gentlemen:-

We have your favor of the 15th inst., and as requested, are enclosing a specimen book of Old Hampshire Bond. While the paper must prove its own best advocate, we would suggest that for the professional man, Old Hampshire Bond is almost a necessity. Not only will the clean, crisp sheets appeal to you personally, but the paper is appropriate - its congruity will appeal to those with whom you correspond. We would suggest 20-lb. in the colors, or 20 or 24 lb. in the white.

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Your printer or lithographer can supply Old Hampshire Bond. If you have any trouble in securing either paper or envelopes, please advise us and we will see that the difficulty is removed.

Yours very truly,

Hampshire Paper Company.

FIG. 2.— Same letter as in Fig. 1, showing pleasing effect of "centering."

BARRON G. COLLIER, President. DELAVAN SMITH, Vice President A. E. MCBEE, Vice President



STREET CAR ADVERTISING
IN THE UNITED STATES, CANADA & MEXICO.

"Flat Iron" Building
NEW YORK

THOMAS BALMER, ADVERTISING DIRECTOR

December 14th, 1908.

Dear Sirs:-

Do you know a man, woman or child in a street car town who doesn't know about Wrigley's Spearmint Gum?

How would you like to make yourself so well known in so short a time?

WHY DON'T YOU?

The Wrigley campaign is young. In less than two years Spearmint has been made famous. The cars have been the only advertising medium. The cost of the campaign has been small. The advertising audience has been large. How large would you guess?

854,000,000 people a month.

Mr. Wrigley is now in every street car in the country. The official traction company reports show over 854,000,000 riders a month - nearly a billion.

"BUT" - you will say, "I don't sell chewing gum."

> You don't have to. Talk every month to 854,000,000 people and you can sell anything from cellar pumps to lightning rods.

"BUT" - you may say, "The cars appeal to women alone" - or to men alone.

> We hear voices on both sides of the house. In answer we have many a successful women's campaign, and many a successful men's campaign.

"BUT" - you still insist, "My commodity is higher priced."

> Do you sell anything higher priced than heating systems? Have you anything that costs more than a block of houses?

"BUT" - you answer "have you sold them?"

> We have, - in plenty.

"BUT" - again, "Wrigley's advertising is undignified."

> Of course. He knows it as well as anyone, and he knows the results too. You needn't advertise that way. Talk as you choose. You can put in front of your 854,000,000 people a manual of etiquette or a monkey on a stick. You have your choice. We simply supply the audience. You wouldn't advertise a piano like a chewing gum. Neither would we.

"BUT, the cost."

The answer is three cents per family per year. That pays for twelve months' use of all the cars in the average town.

Would you pay three cents to make yourself as well known in the average home as Wrigley's Spearmint Gum?

Of course you would.

But there's some other BUT on your mind. If there were not you would be in the cars today.

Why not send in that "BUT"?

Two years ago Mr. Wrigley was an absolute disbeliever in street car advertising. Today he is an absolute enthusiast. He gave us a chance to answer his doubts.

Certainly you will admit that your business has not reached its full growth. Now suppose you submit your objections to car advertising as applied to your business. Give us the opportunity to as freely and frankly cover your objections in a letter, or accept your objections as sound. We are big enough to admit the truth. We are not out for small pickings. We are in search of the big opportunities. We believe your business holds the opportunity or we would not have put you on our mailing list.

If you want to know the cost of car advertising in any group of cities or states we shall be glad to send the figures.

Very truly yours,
STREET RAILWAYS ADVERTISING COMPANY,

Advertising Director.

P.S. Incidentally we prepared the copy for the Wrigley campaign

FIG. 3.— Looking at the question from the reader's viewpoint — an interest-creating letter.

The Chicago Tribune
Office of the Publisher

Oct. 8, 1906.

Dear Sir:-

"What do you care for rated horse power if the dam machine won't climb hills?"

What do you care for circulation claims if the newspaper won't sell your merchandise?

Newspaper circulation doesn't mean anything unless its the right kind of circulation. If you want quantity however, the Tribune has it - 30,000 more than its nearest Chicago competitor and the largest two cent circulation in the world.

But it is the quality of Tribune circulation that spells success for Tribune advertisers. The Tribune reaches buyers - not only readers.

The Tribune is definitely edited for that eager, alert, moving, progressing element of the population that is constantly getting ahead - that constantly improves its environment - that buys the best it can today and is going to buy better things tomorrow.

You do not need another newspaper to reach this class in Chicago. You cannot reach it all by any combination of other newspapers. "The Tribune exclusively" means success for any high grade advertiser in Chicago, not only because Tribune circulation is the largest of its class, but because it is all good.

Tribune circulation represents developed and sustained horse power in moving merchandise. It climbs hills.

Sincerely,

FIG. 4.— This letter shows vitality and good reasoning.

The reason why most men do not accomplish more is because they do not attempt more.

LEAGUE OF BUSINESS SCIENCE CLUBS
GEO. M. WOODWARD, SECY.

The Sheldon School — Correspondence Instruction — Incorporated

DIRECTORS
A. F. SHELDON, PRESIDENT.
FRANK MARMON, VICE-PRES. & TREASURER
J. D. KENYON, VICE-PRESIDENT
H. E. MYERS, SECRETARY
V. W. HELM, ASSISTANT SECRETARY.

Telephone Harrison 802

The Republic
(10th Floor)

Chicago, June 16, 1906.

Dear Mr.----

Perhaps you are doing some figuring!

Let us help you.

Viewing it entirely from the standpoint of dollars, cents and percentages there is nothing that will pay you more handsomely.

It is an old story as to the wonderful increase in the value of stocks such as the Edison, Bell Telephone, Chemical National Bank and the great Coppers. These wonderful values were the direct result of dividends earned.

If you will read carefully the enclosed circular you will see that you have an opportunity to earn marvelous dividends from an investment of $50.00 in a tuition in the Sheldon School.

Your ability to earn dividends will give your services a commercial value largely in excess of the richest stocks known.

And what is more - should you sell your stock you part with it for all time and the dividends likewise; but in the sale of your ability it is yours to re-sell every year and the dividends are yours for all time. Then -- what's even better -- you are cultivating all the while a capacity to use and enjoy the fruitage.

Any man could afford to borrow the money to start with a proposition like this, couldn't he?

The best way to handle this matter is to send the enrollment today. The worst way would be to send it tomorrow.

---but send it!

Yours very sincerely,

Secretary.

FIG. 5.— Giving the prospect a new viewpoint.

insipid, lifeless — they lack vitality, a real touch of human interest. They "beg to state," they "trust same will be satisfactory," they say a hundred things that a half-million other letters are saying at the same time. Or, if the writer has learned to master his English, he will write away entirely from his own point of view. No matter how much you may know about your goods, the knowledge will be of little use to you unless you know them from your customer's standpoint.

The letter shown as Fig. 3 is a very fair example for creating interest and for taking the question entirely from the reader's viewpoint. Read it over carefully.

In the letter designated Fig. 4, note the opening paragraphs. Of course it wouldn't do to say "dam" in writing to ladies, or perhaps to a list of professional men, but this letter went to business men, and is a very good example for interest, vitality and good reasoning.

The letter shown as Fig. 5 was sent out by the Sheldon School, an institution which sells a course in salesmanship. It was part of a follow-up; other letters had been previously sent. See how cleverly the writer has given the prospect a new viewpoint. Study this letter over. It is a good one from every standpoint.

QUESTIONS.

1. Lay out a letter-heading for your own business or that of your employer.

2. A printing concern in a town of about one hundred thousand population has, through a change in management, installed a perfect equipment, secured new and competent compositors and pressmen, and adopted a policy that calls for high-grade work and service all through. Write a letter to a list of printing buyers in the concern's locality, soliciting business.

3. A first-class stationery store carrying a complete line of goods desires to enlarge its trade among the business offices in the city where it is located. The store is quite willing to make its service prompt and efficient in every possible way, and while it does not believe in cut prices, its goods are reasonably marked. Write a letter that you hope will help the management to bring about the desired result.

4. Write a letter upon a subject of your own choosing. This question is left open in this way because it is possible you may have some plan or proposition in which you are interested or hope to be interested. Whether the circumstances which call for the letter are real or imaginary, write them down and include them with the letter. We must know the definite idea behind the letter before we can properly criticize it.

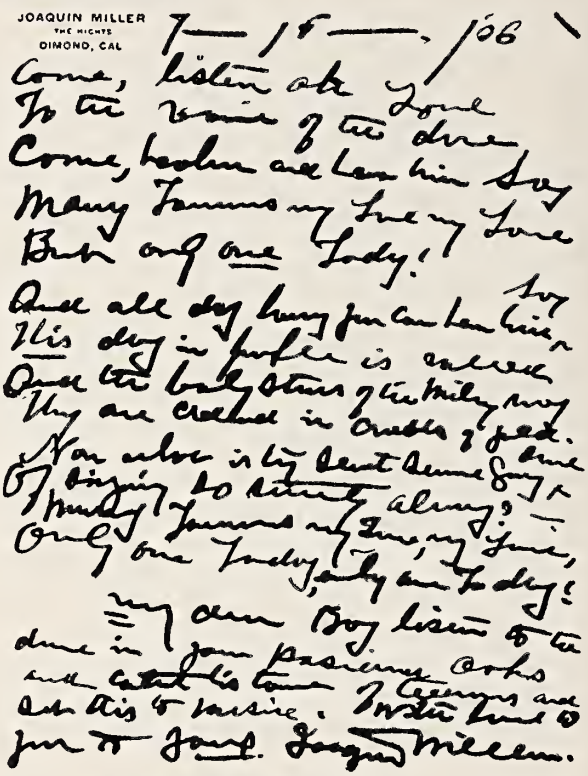
NOTE.— The number of questions with this lesson has been reduced to four so that you may concentrate on the three letters called for. This is one of the most important lessons in the course, and we hope you will make every effort to have your letters vital, snappy and forceful.

A POEM BY JOAQUIN MILLER.

Herewith we print a curiosity in the shape of a reduced reproduction of the original manuscript of a poem written July 15, 1906, by Joaquin Miller, the "Poet of the Sierras." This was written by Mr. Miller as an autograph for a young friend, Mr. Harold Kinney, of Pasadena, California.

At the time of receiving the manuscript, Mr. Kinney was unable to read it, which is not at all strange considering its illegibility. Recently it was submitted to ye editor with the request that we essay an interpretation. Our effort in that line is given herewith. Can any of our readers improve upon it?

In this connection we can not refrain from telling the following story told on Joaquin Miller in the San Francisco *Call*. A certain club desired to have the poet address the organization at an annual affair, and the secretary wrote him to that effect.



Come, listen oh love
To the voice of the dove
Come, listen and hear him say
Many Tomorrows my love my love
But only *one* Today.

And all day long you can hear him say
This day in purple is rolled
And the baby stars of the milky way
They are cradled in cradles of gold.

Now what is thy secret serene gray dove
Of singing so sweetly alway? —
Many Tomorrows, my Love, my Love,
Only one Today, only one Today!

My dear Boy listen to the dove in your Pasadena oaks and catch his note of tenderness and set this to music. With love to you & yours.
JOAQUIN MILLER.

In due time there came a four-page letter from the poet in his own hand. In vain the secretary pored over the manuscript. He turned it over to the president, and in turn to the directors and members, but all failed to decipher the scrawls. The question before the club was: "Has Miller accepted or has he declined?"

The secretary finally wrote him:

"My Dear Mr. Miller: Your letter received, but I have been unable to determine whether you have accepted or declined our invitation. If you will be present on the date mentioned will you kindly make a cross at the bottom of this letter? If it will be impossible for you to appear, will you kindly draw a circle?"

The letter came back, but the secretary could not decide whether it was a cross or a circle.— *The Printer's Album.*

The editor of *Pointers*, Kansas City, Missouri, says regarding the poem: "We don't believe we could have deciphered this puzzle, but we feel sure that at least two words are not correctly 'translated.' Find them.

Written for THE INLAND PRINTER.

"CASTING" A TABLE.

BY TEDDY FACEY.

IF the few "false alarms" that periodically bob up in the composing-room, this one surely takes precedence. Ask an ordinary, every-day "comp" to cast a "tab" and he'll in all probability throw you an incredulous glance and wind up by asking you if you're joking. The cause for this state of affairs is evident. The average "comp" hasn't been given a chance to perfect himself in this "task" — if such you can call it. During his apprenticeship days it wasn't considered advisable to trust such a ticklish proposition to him. As he wasn't in a position at that stage of his career to push himself, and was possibly of a retiring instead of a fighting disposition anyway, the matter was passed up by him without a second thought. And as the years rolled by and he became a full-fledged "print" he found that, in so far as making a "cast" was concerned, he was just as incompetent as ever. Nor was he alone in this respect; for he found that eight of every ten of his shopmates were in the same boat. And it appeared to him that those in authority at the shop didn't care a picayune whether he ever mastered this point in the craft or not. And in all probability they didn't. The casting of a table invariably fell to the foreman's or assistant foreman's lot, and is, even at the present day, recognized as the duty of either one or the other of these gentlemen.

Years ago, before the point system simplified the casting and setting of tabular matter, a foreman's reluctance to hand a "tab" to Tom, Dick or Harry to cast was somewhat excusable. Then "bastard" type-bodies were the rule, the only recognized standards being the nonpareil and pica sizes. This necessitated bringing in the aid of a composing-stick and quads in order to determine a cast in either agate, minion, bourgeois, long primer, or one of the other "off" bodies in general use at that time.

The introduction of the point system, however, brought with it a practical remedy for this condition. It put the "comp" on his feet. It gave him a foundation, as it were, on which to build, and build speedily and well. Just why later-day journeymen have failed to grasp the situation as it has stood since this system was first universally made known is a question composing-room foremen will have to answer, as it has really been "up to them" of late years to see that the lads who were looking to them for advice and a thorough tuition in the craft got it, and not merely a "smathering" of it.

You couldn't, under any circumstances, call a journeyman a finished printer who confesses his inability to cast a table. He isn't. If he's unable to cast a table it's ten to one that he's also unable to set one with any degree of assurance as to its accuracy; and a "comp" nowadays who can't execute a piece of "rule and figure" work isn't the man who draws above the scale of wages or holds the steady "sit," either.

It's a fallacy, though, for any man (be he foreman or journeyman) to imagine that there's anything really intricate in making a cast, or that it requires any superior knowledge of the craft to do it in a workmanlike manner. It doesn't. It's easy. It's one of the simplest things imaginable. Any "comp" who is thoroughly familiar with the point system and who can add, multiply and subtract accurately has this "bugaboo" under perfect control and can cast tabular matter hour in and hour out without the slightest fear of a "fall-down." Let me illustrate how ridiculously easy it is, and when I'm through the reader probably will censure himself to think that it ever held the whip hand over him — that is, if it ever has.

We'll take the rough copy shown herewith, which is the heading, box heading and the first six lines of a railroad tariff, which, when completed, made eight pages of matter. It was a continuous "make-up," consequently the heads and box headings (with the exception of a slight change in the line under the words "From Groups") were identical throughout.

Now, the first thing to be considered in figuring on a "cast" for this job is to find the width of the page the

Rates of Freight
applying on
Plug Tobacco, Any Quantity
In Cents per One Hundred Pounds

Index Number	To	From Groups (For Explanation of Groups, see Opposite Page.) 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Index Number
1	Cleveland District × Head — Miss	77	73	71	65	80	82	78	77	77	46	44	28	48	48	48	52	1
2	Elizabeth — "	73	69	67	61	76	78	74	73	73	47	45	24	44	44	44	48	2
3	Leland — "	73	69	67	61	76	78	74	73	73	47	45	24	44	44	44	48	3
4	† Isenberg — "	73	69	67	61	76	78	74	73	73	47	45	24	44	44	44	48	4
5	Burdette — "	75	71	69	63	78	80	76	75	75	47	46	26	46	46	46	50	5
6	× Walnut — "	73	68	67	61	76	78	74	73	73	47	45	24	44	44	44	48	6

Copy of the table.

matter is expected to fill. In this case it was the usual tariff measure, forty-two picas. The next consideration is the size of the type-body in which the stub and figure columns are to be set. In this case it was eight-point. Take a careful look over the copy from beginning to end, and note the number of figures (in width) the group and index columns carry. The group columns will be found to carry two figures throughout the job, and the index numbers run consecutively from one into three figures. The "down" rules? Two-point. Very well; grasp a scribbling-pad and pencil and proceed in this manner: First, reduce the width (in type-body) of your page to eight point — that is, find out how many eight-point ems are the equivalent of forty-two pica or twelve-point ems. As it takes one and one-half ems of eight-point in either width or depth to equal one em of twelve-point, it is readily figured that in the forty-two twelve-point ems there are sixty-three ems of the smaller-size type. Now we are on the right track — and while I think of it I may as well remark that the easiest, safest and most practical way to cast any table is in ems of the type in which the body of the page is set. Well, to resume, we've got sixty-three eight-point ems to work on. In counting the group columns it will be found that there are sixteen, each of them two figures in width. As a "nut" or en quad on each side of the figures in these columns would hold them away from the rules and set them off to advantage, we decide to make them each two ems in width, there being nothing in the box heading to conflict with this arrangement. As there are sixteen of them, this means that the group columns will consume thirty-two of the sixty-three ems of the total width. Mark down this thirty-two. The two index columns run to three figures each, and, in order to make them uniform in appearance with the group columns, we bear them off likewise a "nut" quad on each side from the down rules. This makes them each two and one-half ems in width. Twice two and one-half are five. Five added to thirty-two are thirty-seven. We make a note of this. There are nineteen columns, including the stub, on the page. This means eighteen rules. The rules are two-point. Four of them are equivalent to one eight-point em, and such being the case, eighteen of them must mean that the "down" rules will consume four and one-half ems of space. We put this under the thirty-seven already used for the group and index columns and it totals up forty-one and one-half ems. In subtracting forty-one and one-half from sixty-three we have twenty-one and one-half left; and by letting this suffice for the width of the stub column, the sixty-three eight-point ems — the total width of the page — are exhausted. This completes the "cast," which the following figures prove to be absolutely correct:

	Ems.
16 group columns, 2 ems of 8-point in width.....	32
2 index columns, 2½ ems of 8-point in width.....	5
1 stub column, 21½ ems of 8-point in width.....	21½
18 2-point rules	4½
Total	63

Although, to the uninitiated, the casting — at first glance — of this nineteen-column table might seem a really difficult proposition, the foregoing explanation should convince the most skeptical that it isn't — that it's even more simple than it looks; but then I selected this particular table from among many mainly on account of its simplicity and the opportunity its construction afforded for the "driving home" of my argument. The compositor will not find them all quite as easy as this one. There will be times when the matter in the box heading will be the chief factor in determining the width of the figure columns below; when the words in the box heading will have to be counted and some close figuring done in order to ascertain the minimum width (in ems) that these words will consume. Occasionally it will be found that the stub column or columns will have to be "squeezed," and the figure columns made of various widths, especially on a "tight" cast. It should not be forgotten, however, that all columns should be cast to even ems or ems and half ems.

RATES OF FREIGHT

APPLYING ON

PLUG TOBACCO, ANY QUANTITY,

IN CENTS PER ONE HUNDRED POUNDS.

Index Number	TO	FROM GROUPS (For Explanation of Groups, see Opposite Page.) 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Index Number
	CLEVELAND DISTRICT.																	
1	*Head ..... Miss	77	73	71	65	80	82	78	77	77	46	44	28	48	48	48	52	1
2	Elizabeth ..... "	73	69	67	61	76	78	74	73	73	47	45	24	44	44	44	48	2
3	Leland ..... "	73	69	67	61	76	78	74	73	73	47	45	24	44	44	44	48	3
4	†Isenberg ..... "	73	69	67	61	76	78	74	73	73	47	45	24	44	44	44	48	4
5	Burdette ..... "	75	71	69	63	78	80	76	75	75	47	46	26	46	46	46	50	5
6	*Welmot ..... "	73	68	67	61	76	78	74	73	73	47	45	24	44	44	44	48	6

Showing the rough copy (reproduced on the preceding page) as it will appear in print when set by a capable "comp" according to the "cast" advised.

Whenever a "tab" with an even number of columns is encountered, it means that an uneven number of rules is required to "rule it up." In casting a table in eight-point with two-point rules, an uneven number of rules is bound to land the compositor either two points "overboard" or two points "shy" of even eight-point ems or ems and half ems, and consequently two points to the bad, one way or the other, in his cast. If "overboard," two one-point (instead of two-point) rules should be used in the first two columns; if "shy," a two-point lead should be run on the right of the stub column the full length of the page. In this way the two-point increase or decrease can be made.

A little practice at table-casting will make a compositor as perfect as the next man, be he foreman, assistant foreman or proprietor, if he has grasped the fundamental principles of the craft and knows how to "figure." It's something every "print" should be conversant with. If he can not get an opportunity to master it at the shop, then he should learn to master it at home, at his leisure. Believe me, there's been many a good foremanship that has hinged entirely on a thorough knowledge of how to cast a table expeditiously and well.

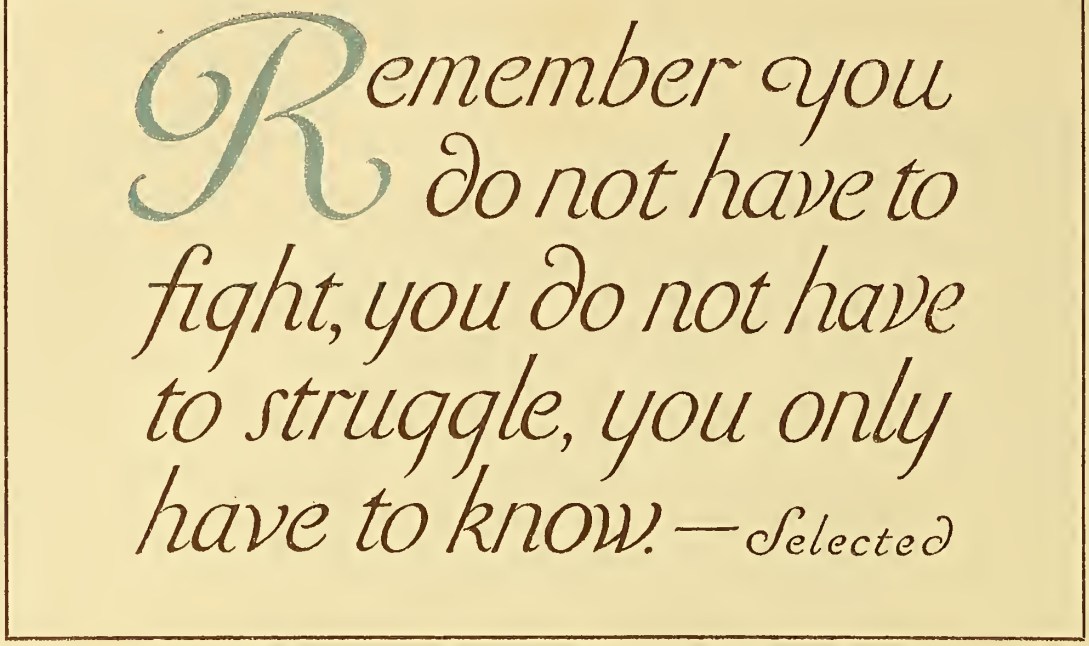


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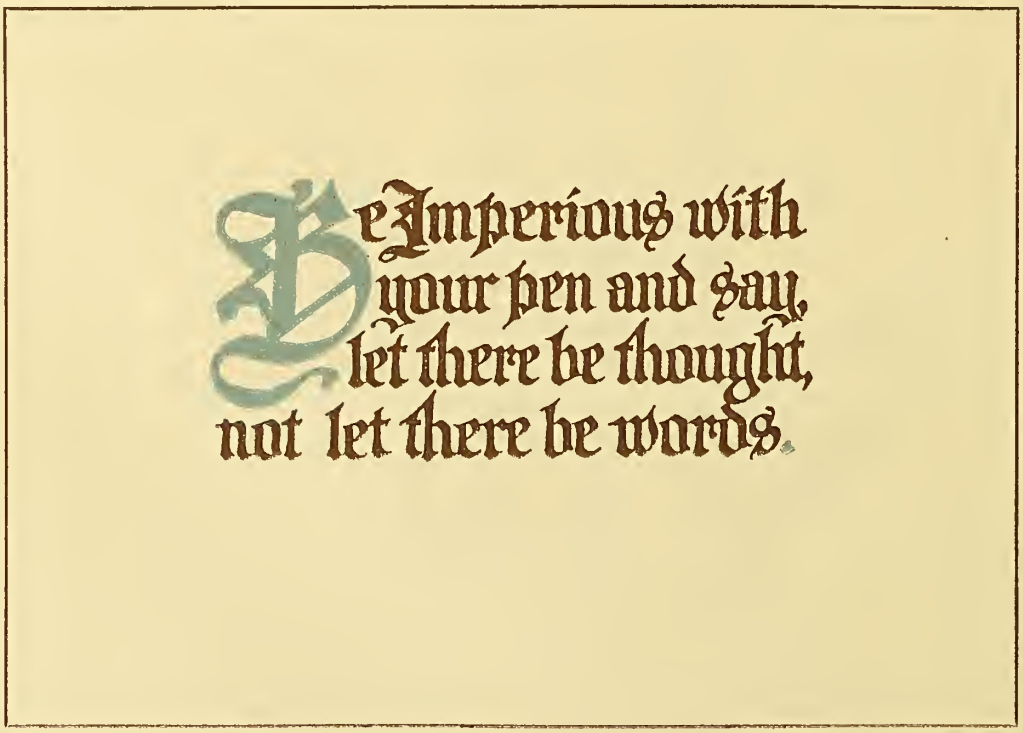
IF instead of a
gem, or even
of a flower,
we could cast
the gift of a lovely
thought into the
heart of a friend, that
would be giving as
the angels, I suppose,
must give."

Copyrighted.

From "The Printing Studio" of Bertram B. Udell.



Copyrighted.



Copyrighted.

From "The Printing Studio" of Bertram B. Udell.



CHICAGO CUT FLOWER COMPANY

4561 NORTH CALIFORNIA STREET

CHICAGO, ILL.

A. R. BURLEY, *Pres.* O. S. TYRELL, *Vice-Pres.*

BURLEY & TYRELL

STRUCTURAL ENGINEERS
AND ARCHITECTS

754 MONADNOCK BLOCK

'PHONE MAIN 195 CHICAGO, ILL.

The Ninety-first Psalm

O. W. WILLIAMS, Prop. PHONE MIDWAY 169

ACME PRINTERY

HIGH-CLASS COMMERCIAL
CATALOG & COLOR WORK

JACKSONVILLE, ALABAMA

"QUALITY IS THE BASIS OF OUR SUCCESS."

He that dwelleth in the secret place of the most High shall abide under the shadow of the Almighty.

Business-card and letter-head suggestions, together with two booklet pages from "The Printing Studio" of Bertram B. Udell.

CLIFORD HOTEL

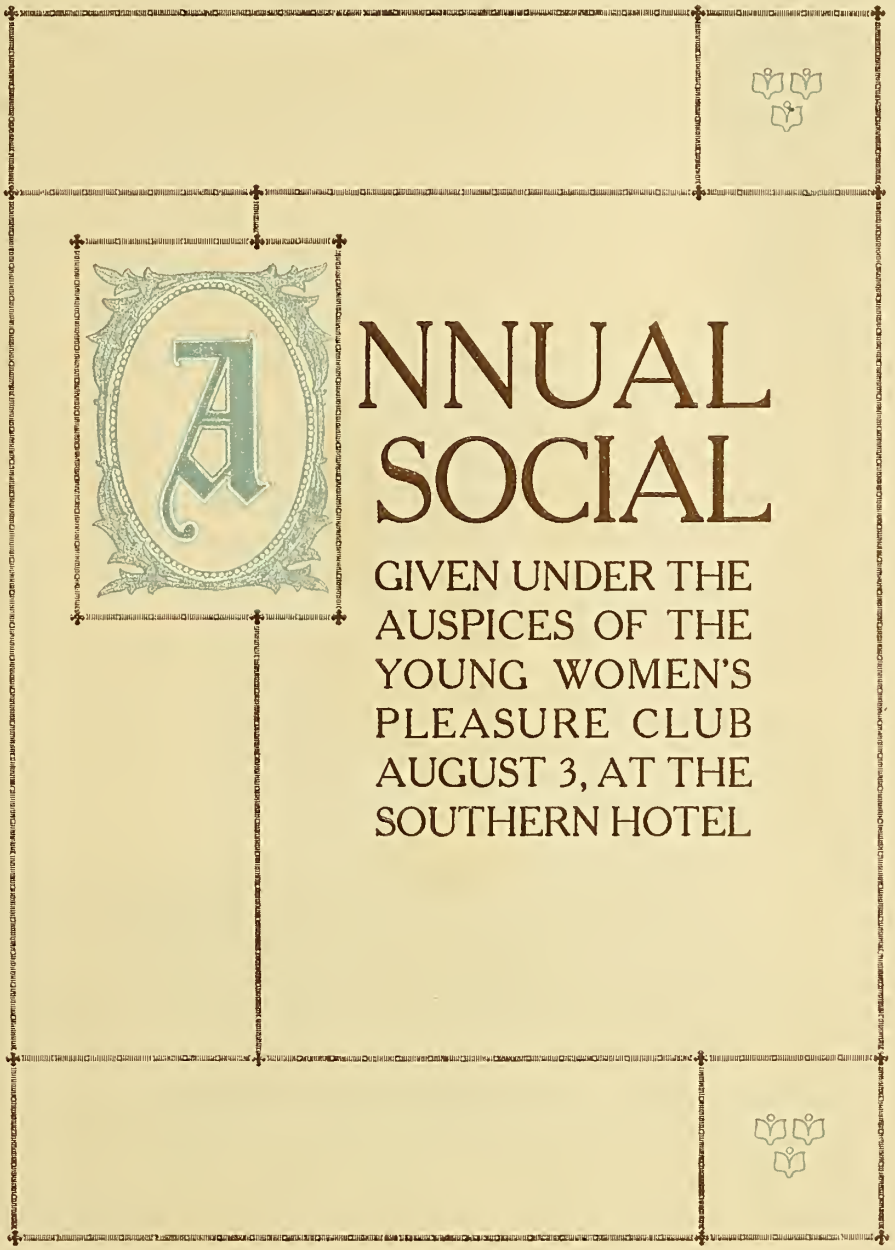
SEA FOOD



MENU

SMALL GRILL ROOM

A cover-page suggestion.



From a sketch by J. Orville Wood.

JUNE 26 will mark the commencement of the Twelfth Annual Exhibition of Advertising Art, which is to be held in the Art Institute and will continue throughout the month. You are invited to offer for exhibition: newspaper advertising designs, magazine advertising designs, posters, covers of catalogs, booklets, folders, pamphlets; covers of journals and magazines, entire booklets, and other specimens of artistic advertising creations.

Designs will be chosen on their artistic merits as effective advertising. No design will be exhibited, however successful it may have been as advertising, unless it seems to the committee to comply with the ordinary rules of art.

Each exhibit is to be a design actually used or intended to be used for advertising purposes. An advertisement or booklet design which is typographically artistic may be admitted. Originals are preferred.

An announcement suggestion.

Job Composition

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Bertram B. Udell.

When a man calls his plant a "printing studio" it suggests either the raw amateur or the idealist. To brand a print-shop a studio, and, in the language of the day, "get away with it," is no small accomplishment. For "getting away with it" necessitates a backing up of the studio phrase with deeds — a playing up to a high standard. However, it can be done.

Out in Wilmette, Illinois, an attractive suburb of Chicago, "The Printing Studio" is being conducted by Bertram B. Udell. Needless to say, Udell, not being an amateur, is an idealist. He not only has ideals, but he has *ideas*, and they are made a part of his product.



Bertram B. Udell.
Photo by Misses Ray and Heine.

As far back as Udell can remember, printing had an attraction for him, and as a boy he longed for a toy hand press and outfit, but those were lean times, and his longing was never gratified. At the age of thirteen, however, he started in his printing career as devil on the *Press*, at Rantoul, Illinois, at the munificent salary of 50 cents a week. His duties were much the same as those of other beginners in country newspaper offices (Rantoul was then a town of about a thousand people), and he soon learned to "kick" the jobber and feed the papers on a hand cylinder.

Finally they let him set type. His first stick took in the neighborhood of half a day, with another half-day to correct it. But he was happy and enthusiastic, and before long could set half a galley a day.

Then the two other employees — the foreman and the compositor — decided that they could, by getting along without Udell's valuable assistance, add 25 cents to each of their salaries — and he was "canned."

He managed, however, to do a considerable amount of piece work for the other paper — the *News* — at 25 cents a thousand, but the *News* was gradually going the way that so many other papers had gone before it, and eventually reached the end.

When the *News* was finally down and out, Udell's father bought it for a thousand dollars — a Washington hand press, a worn-out Gordon with foot-power only, some old type and a few odds and ends. The paper had a circulation of about two hundred, but after the first issue under the new management the subscriptions came in in bunches and soon an edition of eight hundred was being printed.

Salaries in Rantoul were not conducive to much high living. The elder Udell paid his foreman seven dollars a week. Another man in the shop was paid five dollars. Bertram, who had gone back to school, worked in the shop during all of his spare time.

But the foreman "looked upon the wine when it was red"—perhaps, though, considering the seven a week, it might have been beer — and was at times unfit for duty. This finally resulted in young Udell leaving school and taking charge of the shop. He had never made up the paper or locked up the forms, but he soon mastered the boxwood quoins and beveled side-sticks. He developed a taste in display printing and soon had both paper and job-work much improved in appearance. He had his own troubles, however, and made his full share of blunders, not the least of which was forgetting to set his stick tightly, and on one occasion he commenced a galley of type with a seventeen-em measure only to find out when near the bottom of the galley that the stick had gradually spread and that the last lines were nearly twenty picas wide — a pleasant midnight discovery, with the job promised the next day.

A paper-cutter was a luxury not to be thought of at that time and they had their stock cut in Chicago — 114 miles away. Once in a while, when they were "up against

CHRISTMAS

ST. AUGUSTINE'S CHURCH

J. W. FOGARTY
RECTOR

WILMETTE · ILLINOIS
NINETEEN HUNDRED AND TEN

The College School Summer Camp

Out-Door Life
for Boys both Young and Old
Kenilworth, Illinois

Allen Harmon Carpenter, Director — *June 28 to August 31, 1912*

WE have made arrangements with the Chicago Creditor's Association to collect all our outstanding accounts not paid to us by July 10, 1910. We earnestly hope you will make settlement of your account before that date. Thanking you for past patronage and with good wishes we are

Respectfully yours
FARRAN, WARD & COMPANY

July 1, 1910

The Services

Holy Communion . . . 6.00
Holy Communion . . . 7.30
Matins 9.30
Holy Communion and Sermon 10.30
Children's Evensong . 4.30

THE REV. HOBART L. MARVIN
Priest in Charge

"He is not here:
He is risen, . .
Come, see the place
Where the Lord lay"

Order of Services

Holy Communion
Six o'clock

Holy Communion
Seven-thirty

Processional Hymn, No. 114 . . . . German
Kyrie, Service in E flat . . . . . Eyre
Gloria Tibi, Service in E flat . . . . . Eyre
Gratias Tibi, Service in E flat . . . . . Eyre
Sanctus, Service in E flat . . . . . Eyre
Benedictus Qui Venit, Service in E flat . Eyre
Agnus Dei, Service in E flat . . . . . Eyre
Gloria in Excelsis, Service in E flat . . . Eyre
Nunc Dimittis, Chant 142 . . . . . Barry
Recessional Hymn, No. 110 . . . . Sullivan

Matins
Nine-thirty

Proper Psalms, 2, 57 and 111

Holy Communion
Ten-thirty

Processional Hymn, No. 112 . . . . Worgan
Introit Anthem, Christ Our Passover, MacFarlane

Christ our Passover is sacrificed for us: therefore let us keep the feast,
Not with old leaven, neither with the leaven of malice and wickedness: but with the unleavened bread of sincerity and truth.—1 Corinthians 5. 8.
Christ being raised from the dead dieth no more: death hath no more dominion over Him.
For in that He died, He died unto sin once: but in that He liveth, He liveth unto God.
Likewise reckon ye also yourselves to be dead indeed unto sin: but allve unto God through Jesus Christ our Lord.—Romans 6:11.
Christ is risen from the dead: and become the first fruits of them that slept.
For since by man came death: by man came also the resurrection of the dead.
For as in Adam all die: even so in Christ shall all be made alive.—1 Corinthians 15:22.

Kyrie, Service in F . . . . . Field
Gloria Tibi, Service in F . . . . . Field
Gratias Tibi, Service in F . . . . . Field
Hymn, No. 121 . . . . . Palestrina

IRVING C. HANCOCK
ORGANIST & CHOIRMASTER

Sermon

Ascription Gloria . . . . . Vogrich
Offertory Anthem, Awake Thou that Sleepest . . . . . Stainer

CHORUS

Awake, thou that sleepest, and arise from the dead, and Christ shall give thee light.—Ephesians 5:14.
Likewise reckon ye also yourselves to be dead indeed unto sin, but alive unto God through Jesus Christ our Lord.—Romans 6.11.
Let not sin therefore reign in your mortal body, that ye should obey it in the lusts thereof. . . But yield yourselves unto God, as those that are alive from the dead, . . —Romans 6:12-13.

Presentation of Alms

Sursum Corda, Service in F . . . . . Field
Sanctus, Service in F . . . . . Field
Benedictus Qui Venit, Service in F . . . Field
Agnus Dei, Service in F . . . . . Field
Gloria in Excelsis, Service in F . . . . Field
Nunc Dimittis, Chant 142 . . . . . Barry
Recessional Hymn, No. 109 . . . . Sullivan

Evensong
Four-thirty

Processional Hymn, No. 110 . . . . Sullivan

Proper Psalms, 113, 114 and 116

Magnificat in A major . . . . . Stainer
Nunc Dimittis in A major . . . . Stainer

Creed — Prayers

Hymn, No. 116 . . . . . Roper

Address

Offertory Anthem, Christ Our Passover . . . . . MacFarlane

See words on opposite page

Presentation of Alms
Benediction

Recessional Hymn, No. 114 . . . . German

Excellent Designs by Bertram B. Udell.

I WILL lift up mine eyes unto the hills, from whence cometh my help. My help cometh from the Lord, which made heaven and earth. He will not suffer thy foot to be moved: he that keepeth thee will not slumber. Behold, he that keepeth Israel shall neither slumber nor sleep.

THE Lord is thy keeper: the Lord is thy shade upon thy right hand. The sun shall not smite thee by day, nor the moon by night. The Lord shall preserve thee from all evil: he shall preserve thy soul. The Lord shall preserve thy going out, and thy coming in, from this time forth, and even for evermore.

INDESTRUCTIBLE FRENCH PEARLS
OF BEST GRADE

EDUARD BLUM
THE PHOTO ART SHOP
IN THE SERVICE OF THE PROFESSION

THOMAS CHURCH BUILDING
32 SOUTH WABASH AVENUE CHICAGO
Telephones Randolph 1865 and Automatic 48-344
Cable Address PORTRAITUR *A. B. C. Code Fifth Edition*
EUROPEAN STUDIO BERLIN GERMANY WALLSTRASSE 31

THE
WILMETTE
EXCHANGE
STATE
BANK

AUTHORIZED TO DO A BANKING BUSINESS UNDER STATE SUPERVISION

CAPITAL AND SURPLUS
$52,500.00

CENTRAL AVENUE & TWELFTH
STREET : WILMETTE : ILLINOIS

TELEPHONE WILMETTE NINETY

Hours fly,
Flowers die;
New days,
New ways
Pass by!
Love stays.

Henry van Dyke

Copyrighted.

From "The Printing Studio" of Bertram B. Udell.

it" on a rush job, they resorted to the straight-edge and the shoe-knife.

Later, however, a secondhand Cincinnati drum cylinder, a lever paper-cutter and a gasoline engine were added, and the presses were connected up with power. The old Gordon could not stand the pressure, however, and went to pieces, and a brand-new press, with a long fountain, took its place. Next a new building was constructed.

But Udell, who by this time had been married, was dissatisfied with his salary of seven dollars a week, and decided to make a change. A farmer, who had more money than good judgment and a son just out of high school, bought a country weekly in another county and turned the son and young Udell loose with it. They lasted about six or seven months, and then Udell went to Clinton, Illinois, where he took charge of the job printing and press-work for the Clinton *Public*.

Things were looking up for him in a financial way — he was receiving twelve dollars a week.

After he had been in Clinton for about a year, his father asked him to return to Rantoul, as manager of the plant, at a salary of fifteen dollars a week. This was too good to overlook, as fifteen dollars was about the largest salary in town.

Then came a fire which practically wiped out the business portion of Rantoul, including the plants of both papers. A day or two after the fire Udell went to Chicago and made arrangements with the Western Newspaper Union to get out the paper until they could put up a new building and install new equipment. He stayed in Chicago a week, getting out a fire edition, which contained a complete list of the losses along with five or six half-tone views of the ruins and a map of the burned district. This edition was only a day later than the regular publication day, and they sold about four thousand copies. While in Chicago, Udell selected the equipment for the new plant, and when the new building was completed the concern was on a better basis than ever before.

But the visit to the city had created a desire for greater experience, and the call was too insistent to be resisted. So he came to Chicago. Of his first experience in a large office, he said:

"Mind you, I thought I knew something about printing. So I got letters of introduction to a number of good printers, and the friend who gave me the letters advised me to try Hollister Brothers first. They put me to work in the composing-room. After the first day everybody in the place knew how green I was. However, I stuck, thanks to the big-hearted boys who knew the ropes and helped me to work off the rough edges." After six months on the job he was handling some work alone and was considered a good helper to the printers. He had developed the very necessary faculties of minding his own business, keeping his records accurately, and being punctual.



Some views in "The Printing Studio" of B. B. Udell.
Photos by Misses Ray and Heine.

At this time Udell's father died and he returned to Rantoul and took charge of the *News*, which he managed for about eight months. He then turned it over to his mother and brother and returned to Chicago.

During the next few years Mr. Udell worked in several different offices in Chicago, both in the composing-room and as a salesman. He was also with Philip Ruxton, Inc., for a time, an experience which enabled him to learn much concerning color, the adaptation of the right ink to the paper, and the overcoming of pressroom troubles, all of which information is invaluable to him in his present position.

So here we have Udell at Wilmette, running "The Printing Studio" under this motto: "We believe in doing our work in a manner to reflect credit, not only upon ourselves, but upon those for whom we do it and upon the community in which the work is performed."

And he is making good. He says: "One of the principal things necessary in doing good printing is to improve the opportunity to do in each job the little something that comes to you by inspiration to make the work consistent, unique and attractive."

And that little touch of individuality is found in every piece of work that leaves "The Printing Studio," for Udell is a craftsman in every sense of the word and possesses a thorough appreciation of what constitutes the best in printing. His work, as exemplified by the reproductions herewith and in the typographical insert, show a careful regard for the principles of design which underlie good typography. As the reproductions will show, Mr. Udell is a firm believer in the use of hand-lettering as a means of producing the exceptional in printing.

Specimens

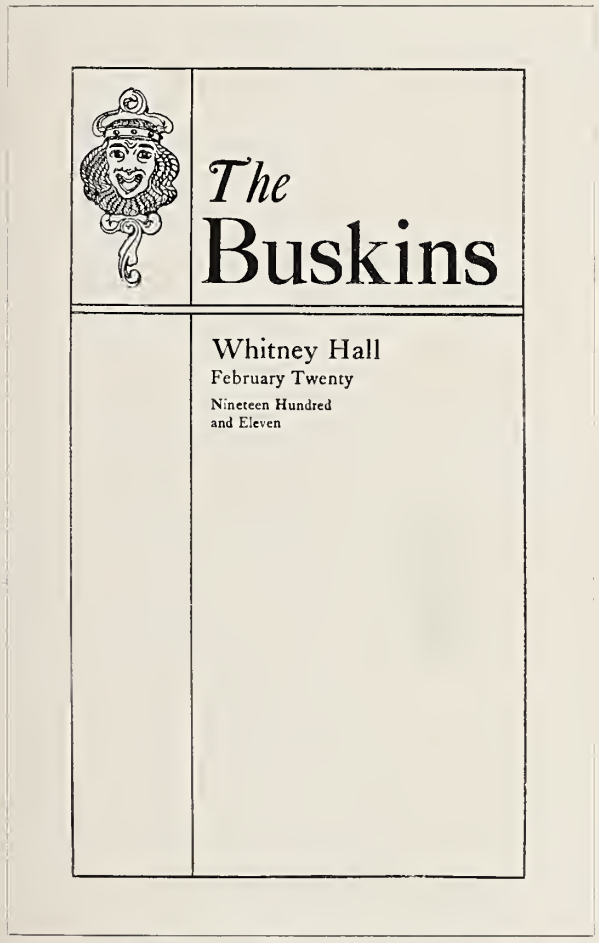
BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

CHARLES P. HAGER, Easton, Pennsylvania.— The menu is very handsome, the typography being carefully handled.

A. J. BAUMANN, San Francisco, California.— The work is all good and we have no criticism to offer regarding any of it.

PERHAPS the most noticeable characteristics in the typography of George L. Schuessler, of St. Paul, Minnesota, are the attractive panel designs. These arrangements, pleasing in their breaking up of spaces and simple in treatment, add much to the otherwise excellent work. We show herewith reproductions of some of his designs.



By George L. Schuessler, St. Paul, Minnesota.

JOHN F. GLOVER, Morgantown, West Virginia.— The specimens are all excellent, the cover for the booklet being especially good.

A CATALOGUE from the Palmetto Metal Company, Chicago, is nicely printed in black and green on gray stock, with an embossed cover.

A PACKAGE of specimens from The Escolta Press, Incorporated, Manila, Philippine Islands, contains some very interesting advertising matter.

THE Modern Print Shop, Detroit, Michigan, has issued a series of desk cards, each one of which is nicely gotten up in colors and well printed.

G. GARRETT, Tacoma, Washington.— Both of the jobs are very clever in conception and have been well worked out. They should attract considerable attention.

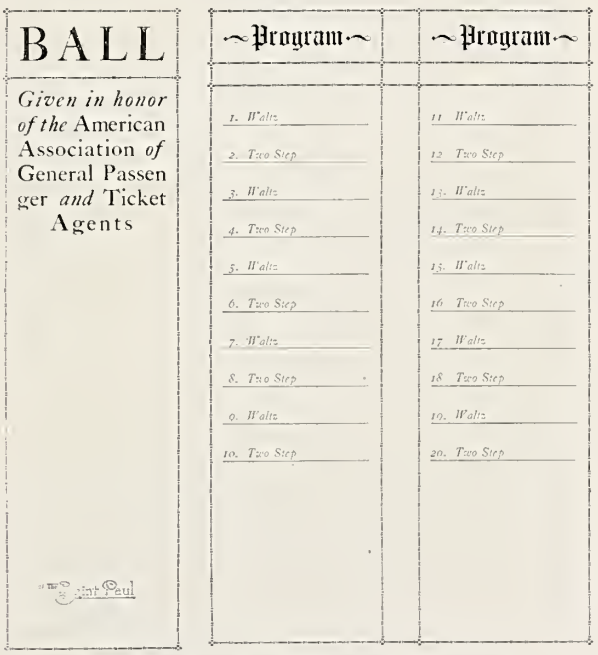
BUNKER PRINTING COMPANY, Kansas City, Missouri.— The removal announcement is a very clever arrangement, and is well handled, both as to typography and color.

FROM the *Weekly Journal*, Pennville, Indiana, has come a package of commercial specimens, all of which show an originality of design and a careful regard for details.

A PACKAGE of specimens from Harry MacMellon, St. Louis, Missouri, contains some interesting examples of work done in the printing-office of the railway mail service.

LAREW PRINTING COMPANY, Knoxville, Tennessee.— The leaflet is an excellent piece of advertising literature and is gotten up in a manner that admits of no criticism.

ROY M. BROWN, Grand Island, Nebraska.— The advertisement is unusually well arranged and carefully worked out in type. It should be very effective newspaper publicity.



Interesting typography by George L. Schuessler, St. Paul, Minnesota.

P. H. LORENTZ, Buckhannon, West Virginia.— The specimens are all exceptionally well gotten up and call for no criticism. The program for the Easter ball is especially attractive.

FROM Arthur J. Buell, Great Falls, Montana, we have received a button issued by the Merchants' Association, and bearing the words "I buy at home." Owing to the fact that some of the merchants send out of town for their printing, the printers secured a hundred of the



Attractive envelope slips from the Trow Press, New York.

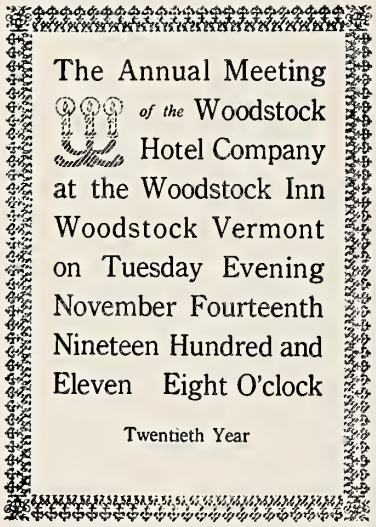
buttons and attached to each a little ribbon on which were printed the words " This includes printing, if you please."

CAREFUL typography, without undue ornamentation, is a feature of a package of small envelope slips recently received from the Trow Press, New York. We show herewith reproductions of some of them, although the attractiveness added by the careful selection of stock is necessarily missing.

THE March issue of *Progressive Publicity*, the house organ of the Republican Publishing Company, Hamilton, Ohio, is a most convincing piece of advertising literature. From the cover — a reproduction of which we show herewith — to the last page, the work is handled in a faultless manner, the examples of platemaking and half-tone printing being especially good. The Republican Publishing Company is to be congratulated on the typographical dress of its messenger.



Attractive cover, by Republican Publishing Company, Hamilton, Ohio.



From the Elm Tree Press, Woodstock, Vermont.

A BLOTTER from the Advertisers Printing Company, New York, is very nicely gotten up and printed in orange, black and gray, resulting in an excellent bit of publicity literature.

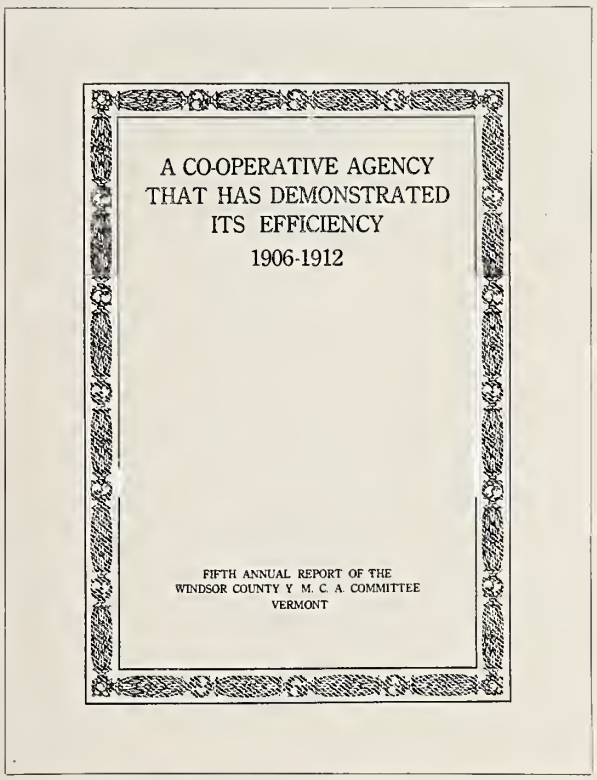
COWAN & BROOKHOUSE, Vancouver, British Columbia.— The work is all good, the cover-page of the booklet entitled "Five Acres and Independence" being especially satisfactory.

A REMOVAL notice in the form of a blotter, recently issued by the Williams Printery, New York, is attractively gotten up in three colors, both typography and color-scheme being excellent.

JOSEPH P. SABCZAK, Alpena, Michigan.— While all of the specimens are very good, the cover-page of the Congregational Brotherhood menu is especially pleasing. The arrangement is very clever.

J. LEO CASHION, Glens Falls, New York.— The letter-head is excellent, both in design and color, the breaking up of spaces and the grouping of the text matter being unusually well considered.

THE PARAGON PRESS, Montgomery, Alabama.— The booklet, "Selling by Print," is very nicely gotten up, and, with the exception of the fact that it is printed rather gray, we have no criticism to offer.



From the Elm Tree Press, Woodstock, Vermont.

C. HARMONY, Sapulpa, Oklahoma.— The circular and enclosing envelope are very cleverly gotten up, and your introduction of the widely used "dawg" verse is very apt. The colors are especially good.

The Advertiser, designated as a magazine for the "live wire" and devoted to the interests of May & Tyner, printers, Houston, Texas, is gotten up in an attractive manner and contains much of interest.

SKINNER & KENNEDY STATIONERY COMPANY, St. Louis, Missouri.— The booklet is very nicely arranged, although the color of the stock used for the cover is such that the legibility of the text is greatly impaired.

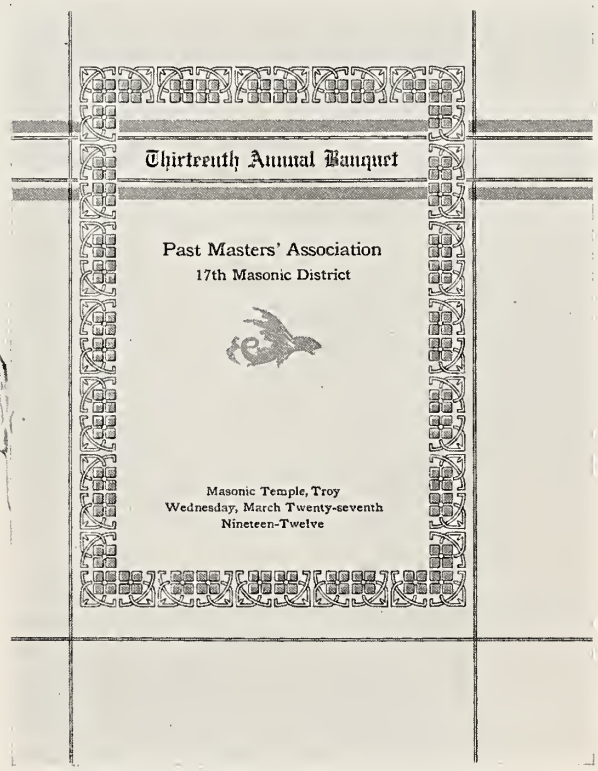
JOHN MCCORMICK, Troy, New York.— The booklet is very nicely gotten up, the color arrangement being especially good typographically; it is fully up to your usual excellent standard, and we have no criticism to offer.

THE COMMONWEALTH PRESS, Worcester, Massachusetts.— The booklet and catalogue are among the finest specimens of this class of work that we have received, and we would congratulate you upon their excellent appearance.

THE *Hawley Times*, Hawley, Pennsylvania.— The work is nicely handled throughout, the recent banquet specimens showing a marked improvement over the first one. We have no criticism to offer on any of the work.

NICHOLLS PRINTING COMPANY, Helena, Arkansas.— Of the two blotters, we prefer the one printed in blue and yellow-orange, inasmuch as it is kept in but two type-faces and grouped in a simple manner that makes it legible and easily read. The other blotter, with its four different type-faces and its division into a large number of groups, is not so pleasing. The other specimens are excellent.

ONE always opens a package of printed matter from the press of Edward H. Lisk, Incorporated, Troy, New York, with the assurance that it will disclose something of unusual interest — and one is never disappointed. Among the most commendable work in a recent package is a menu for a banquet, a reproduction of the cover of which we show herewith. The original was in colors.



By Edward H. Lisk, Inc., Troy, New York.

A BOOKLET of specimens by students of typography in the technical college of Christchurch, New Zealand, shows some interesting designs, although some of the work is rather more decorative than we would prefer to see.



Announcement by the Herald Press, Montreal, Canada.

WITH a handsome announcement, printed in colors on hand-made paper and enclosed in envelopes to match, the Herald Press, Montreal, Canada, marks its removal to the Herald building. We show herewith a reproduction of two of the pages of the announcement.

BIRNEY MOORE, St. Cloud, Minnesota.— We would suggest that you endeavor, in the composition of cover and title-pages, to arrange them so that the widest and heaviest lines are at or near the top of the design. The fact that the page for Vath's Business College shows the widest line



Attractive designs, by Grip, Limited, Toronto, Canada.

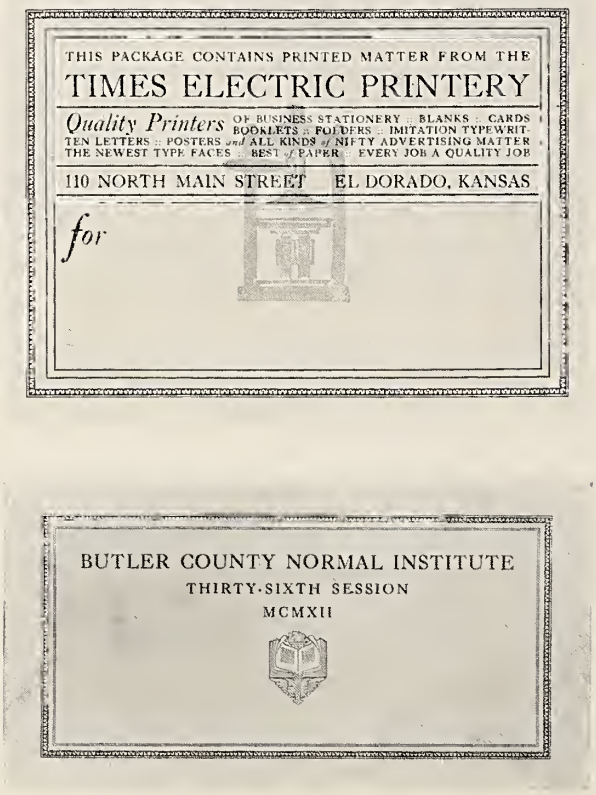
at the bottom gives it the appearance of being built up from below, and throws the center of balance toward the bottom of the page. The other specimens are all excellent.

We are in receipt of a handsome portfolio of specimens from M. Coquemer, Paris, France. The work throughout is exceptionally well handled, as the reproductions shown herewith will indicate. The color combinations used on the various pieces of work are very pleasing and indicate a careful attention to this important feature of good printing.



Pleasing typography by M. Coquemer, Paris, France.

The most artistic of designs, together with high-class platemaking and printing, characterize the product of Grip, Limited, Toronto, Canada. A recent package of specimens contains some most excellent examples, reproductions of a few of which we show herewith.



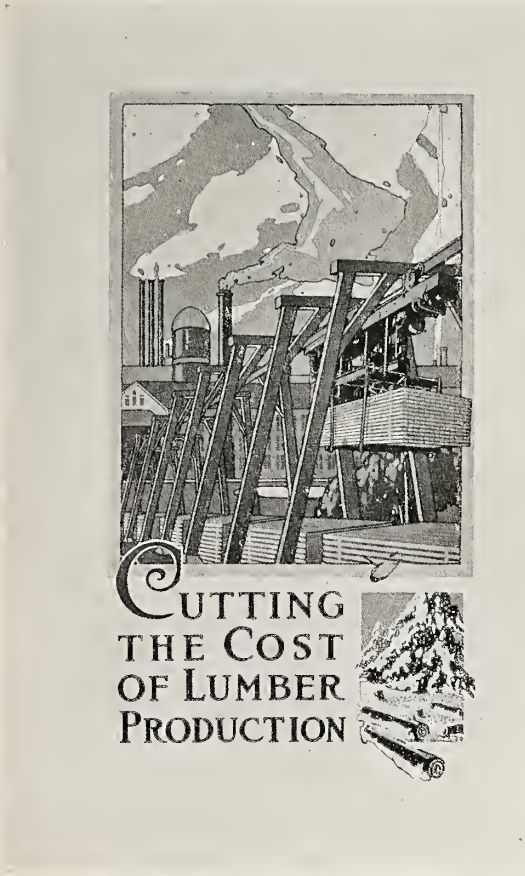
Some specimens by H. Emmet Green, El Dorado, Kansas.

H. Emmet Green, El Dorado, Kansas.— While the specimens are all excellent, the cover-page for the Butler County Normal Institute and the package label for the Times Electric Printery are exceptionally pleasing. We show herewith reproductions of both of them.

From the Zeese-Wilkinson Company, New York, we have received a copy of "The History of Men's Raiment," an exceptionally attractive

booklet, gotten out for Strouse & Brothers, of Baltimore, Maryland. The work throughout is excellent, the color-printing being especially noticeable.

A CATALOGUE issued by Pawling & Harnischfeger, Milwaukee, Wisconsin, and devoted to lumber-conveying machinery, is nicely gotten up



Cover of catalogue of Pawling & Harnischfeger, Milwaukee, Wisconsin.

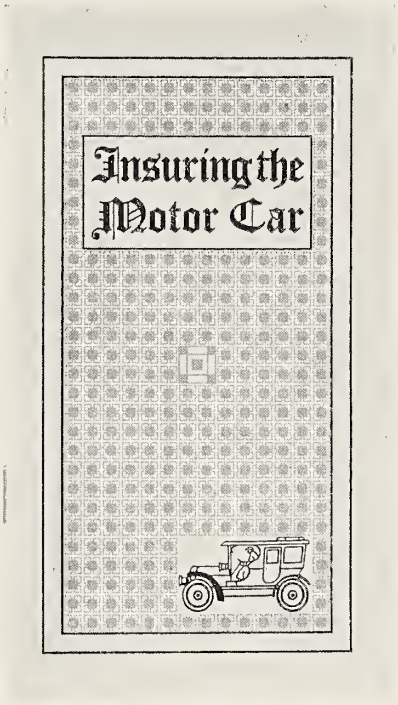
and well printed, the half-tones being especially good. We show herewith a reproduction of the cover, the original of which was in three colors.

F. M. LESTER, Chicago, Illinois.— The advertisements are well arranged, although in one or two of them there is a tendency toward the use of too many type-faces. We would also suggest that as a usual thing the preservation of a symmetrical appearance by balancing the heading on the center of the page rather than throwing it over to one side is desirable, especially when the balance of the advertisement is centered.

A BOOKLET designed and printed by the Hoeflich Printing House, Philadelphia, Pennsylvania, for the John B. Stetson Company, is an excellent example of high-class printing and embossing, the cover bebing especially striking.

M. E. MILLER, Fairmont, West Virginia.— The booklet of letter-head specimens is nicely gotten up and contains some exceptionally good examples of commercial stationery. As a matter of personal taste, we would prefer the text on the cover in some color other than gold, as the latter is not easily read except at certain angles.

J. G. PARKS, Simpson, Texas.— While congratulating you upon the clever originality manifested in the two designs sent for criticism, we would suggest that inasmuch as your material is not in a satisfactory condition you confine the work to more simple designs. The use of an orange-brown in the place of the yellow-green would have given, in both cases, a more pleasing result.



An attractive cover by Stutes, of Spokane.

SPECIMENS from E. W. Stutes, Spokane, Washington, show the same originality of design and cleverness of conception which have characterized former work from this source. Typography, color-schemes and presswork are all that could be desired.



A letter-head from M. Coquemer, Paris, France.

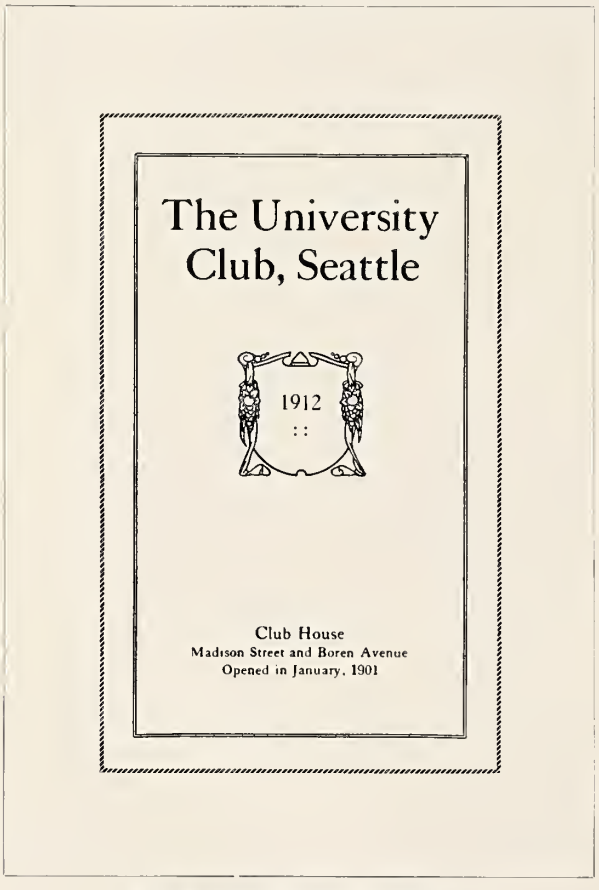
PEARL PRINTING COMPANY, Washington, Missouri.— The work throughout is satisfactory and we fail to note anything which calls for criticism. The typography is neat and tasty, and the presswork and colors are well handled.

FROM Eric Peterson, Fort Wayne, Indiana, we have received a copy of the Seventh Annual Report of the Board of Park Commissioners, and find it an exceptionally well arranged book, the typography and presswork being of the very best.

T. A. HUSSION, JR., Galveston, Texas.—All of the work is quite in keeping with your usual good standard and we have no criticism whatever to offer regarding any of the specimens. They are the acme of good taste in typographical design.

THE *Breckenridge News*, Cloverport, Kentucky.— Both of the jobs are well handled, although we would suggest that where the rules are not in good condition a simple border is preferable to an elaborate one in which the poor joints are conspicuous.

AMONG the contributors to this department whose work always contains something of unusual interest is A. R. Wilkins, of Seattle, Washington. A late package of his specimens shows excellent designs coupled with good selections of colors and careful presswork. We show herewith reproductions of two of the pages.



By A. R. Wilkins, Seattle, Washington.

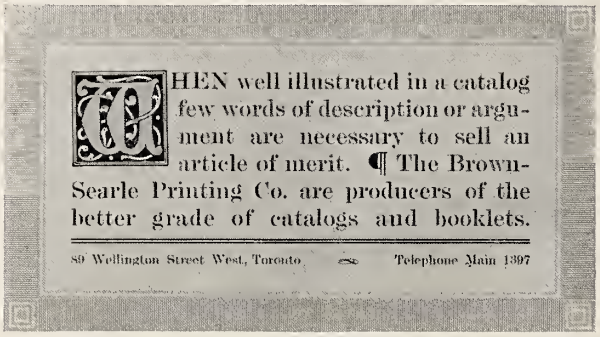
A PACKAGE of commercial specimens from N. P. Eby, Waterloo, Iowa, contains some excellent arrangements, all of which are beyond criticism. A careful regard for simplicity of design, together with good color combinations, characterizes the work.

J. W. SHORT, Toronto, Ontario.—All of the work is nicely handled, the cover-page for the Port McNicoll booklet being unusually good. We would suggest, however, that the last line in the center panel be centered rather than so widely letter-spaced.

O. L. LILLISTON, New York.— The blotter design is very pleasing, especially when worked up in colors on the gray stock. We would suggest that in work of this kind you use a smaller letter, thus avoiding so many "tied" letters and also allowing the round-letter forms such as the "O" to be made full rather than condensed.

FROM Woodstock, Vermont, where is located the Elm Tree Press, comes some of the most attractive printed matter that reaches this department. With a careful appreciation of what constitutes good typography and a discriminating taste in the selection of paper stocks the one responsible for the product of the Elm Tree Press — we have yet to learn his name — has achieved most excellent results. We show herewith reproductions of some of the specimens.

A PACKAGE of commercial work from Ernest E. Adams, Toronto, Ontario, contains some excellent type arrangements. We show a reproduction of a card, the original of which was in green and violet on india-tint stock, and was very pleasing.



By Ernest E. Adams, Toronto, Canada.

THE *Maryland Eagle*, a little magazine edited, printed and published monthly on board the United States armored cruiser Maryland, is nicely arranged, the copy now at hand having an attractive hand-lettered cover with the inner pages printed in colors.

BEN WILEY, Charleston, Illinois.— Your work is excellent, and we would especially compliment you on the desk-card for the Charleston *Daily Courier*. A little stronger display at the top of the cover-page for the furs-and-wraps booklet would be an improvement.

COMMERCIAL specimens from Targer W. Lee, Fargo, North Dakota, show a careful appreciation of the value of simplicity in design and are excellent throughout, the fact that but few type-faces are used in any one piece of work adding not a little to the generally good results.



Page by A. R. Wilkins, Seattle, Washington.

G. E. FORD, Columbia, South Carolina.— On the title-page of the theological seminary bulletin we would suggest that you place the words "Columbia Theological Seminary" in two lines, thus avoiding the noticeable lack of shape harmony which results from the use of the extra-condensed letter. The work in general is well handled, and the amount of time spent on the various pieces of work, with the possible exception of the letter-head in panels, is very small.

Apprentice Printers' Technical Club

NO. XIX.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Type-faces — Continued.

ITALIC.

Continuing the study of italic types, we will next explain a system patented by Barnhart Brothers & Spindler, of casting italics with an avoidance of kerns or overhangs. This " offset " body, as it is called, gives a solid support to all parts of the face and renders the breaking of projecting portions impossible, while permitting close fitting of the



FIG. 89.— Illustrating Barnhart Brothers & Spindler offset body; a means of avoiding kerns or overhangs in italic types.

characters. In Fig. 89 the difference between this body and the ordinary straight body is illustrated.

" The offset is cast in all bodies of twenty-four point and larger. It is a certain number of points in its projection, and the recess on the opposite side is the same in depth. Vertically each occupies one-third of the body's height. The amount of offset, of course, varies with the different bodies. Fillers are supplied to square out the body at the ends of lines and words."

The Adstyle Italic shown in Fig. 90 is considered by Barnhart Brothers & Spindler as one of their best productions. The uniform, harmonious and legible characters make this face desirable for any class of work.

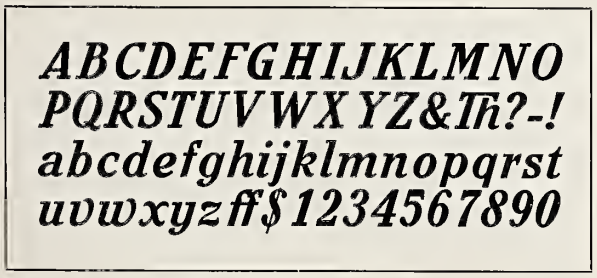


FIG. 90.— Adstyle Italic. Produced by Barnhart Brothers & Spindler.

Attention is called to the construction of the lower-case z. It will be seen that the elements are transposed from those in the capital, having heavy elements top and bottom and a light slanting element. The effect, however, is not displeasing, as the letter carries a good color.

Another pleasing and interesting production of Barnhart Brothers & Spindler is the Mazarin Italic (Fig. 91).

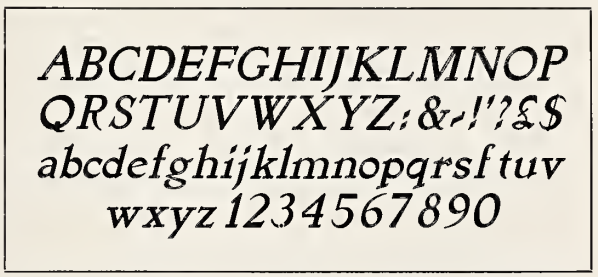


FIG. 91.— Mazarin Italic. Produced by Barnhart Brothers & Spindler.

The general effect of these types is that of angularity and squareness. All the characters have been cut in such manner that the slant of the letters is very pronounced. Note the accenting of the letters O and Q, and the construction of the dots.

In Fig. 92 is shown the Hearst Italic, a very pleasing production of the Inland Type Foundry (now owned by the American Type Founders Company). Where a bold, informal effect is required, this type-face is very desirable. It is widely used as a display type in ad.-work.

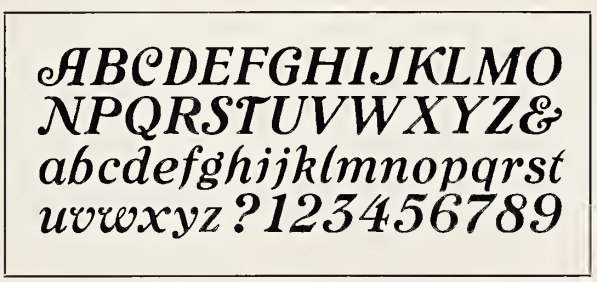


FIG. 92.— Hearst Italic. Produced by the Inland Type Foundry.

The Cheltenham Old-style Italic shown in Fig. 93, produced by the American Type Founders Company, is one of the most approved italics for all kinds of work. To produce decorative effects a number of " swash " letters, both capitals and lower-case, have been cut, as will be seen in the illustration. If judiciously used, these characters may be arranged to produce very pleasing and artistic results.

As in the Adstyle Italic, we find in this italic a transposition of elements in the lower-case z.

Another italic into which many "swash" letters have been introduced is the Pabst Italic (Fig. 94), which was also produced by the American Type Founders Company. It was designed by F. W. Goudy, of New York city, who

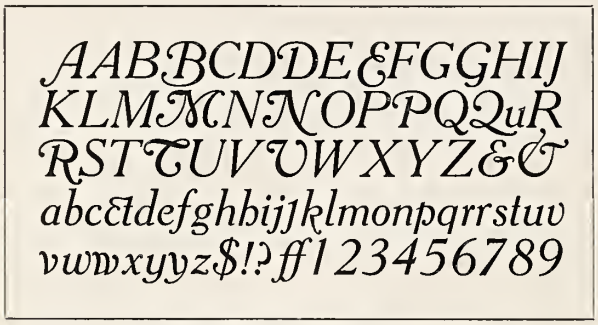


FIG. 93.— Cheltenham Old-style Italic. Produced by the American Type Founders Company.

has established an enviable reputation as a letterer and designer.

We find in this italic that both the capital and lower-case z's are formed with a transposition of elements, and

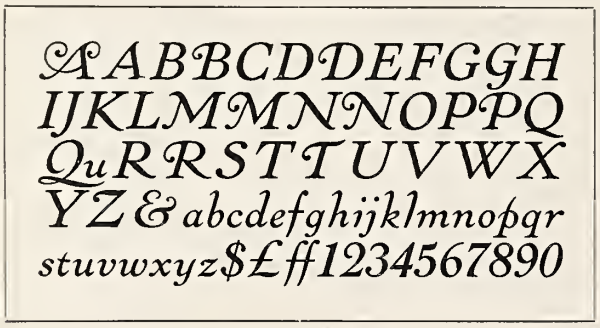


FIG. 94.— Pabst Italic. Produced by the American Type Founders Company.

also that the ascenders on the lower-case forms are very high.

The Century Expanded Italic, shown in Fig. 94 — another production of the American Type Founders Com-

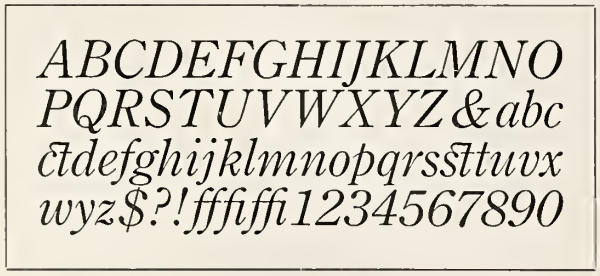


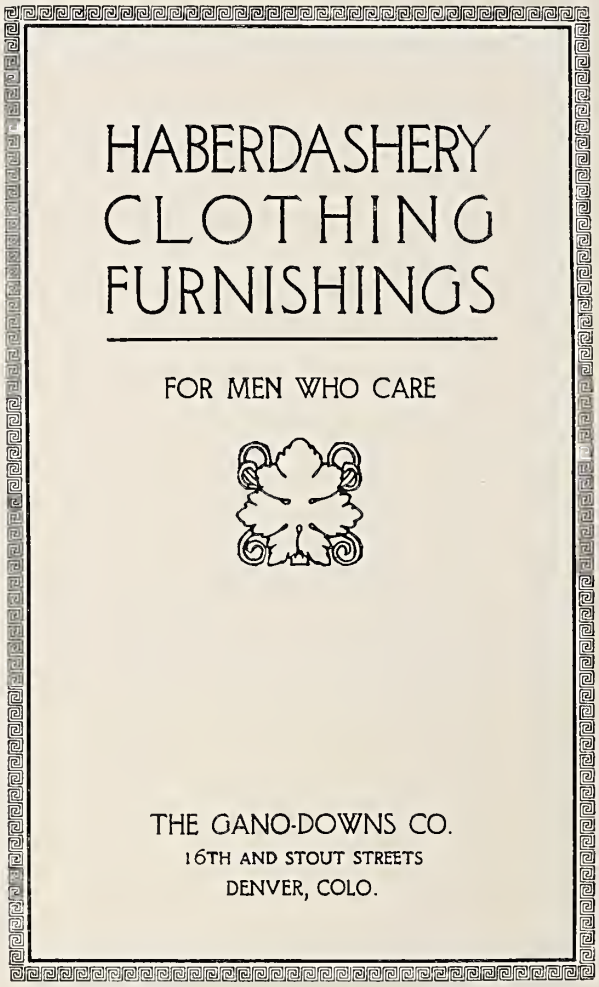
FIG. 95.— Century Expanded Italic. Produced by the American Type Founders Company.

pany — is very interesting as a modernized old-style italic and because of the drawn-out element endings in the lower-case characters.

Results of the Denver Monthly Contest for Apprentices.

In the fifth monthly contest held for apprentice members of Denver Typographical Union, No. 49, Norman P. Geyer, with the Smith-Brooks Printing Company, received first prize; Earl E. Scheiman, with the McGuire Printing Company, second; Roy Bridgewater, with the Majestic Printers, third.

We reproduce herewith the first-prize specimen, and wish to compliment Norman on the excellence of this page. It is a beautiful example of tone harmony, shape harmony, balance, proportion and simplicity.



PRIZE-WINNING PAGE.
Set by Norman P. Geyer, in Apprentice Contest, conducted by Denver (Colo.) Typographical Union.

Wm. C. Doyle Addresses Printers' Apprentices of Washington, D. C.

At the April meeting of the Printers' Apprentices' Association of Washington, D. C., William C. Doyle, formerly of the Bureau of Printing in the Philippines and at present employed in the Government Printing Office at Washington, gave a very interesting talk concerning the Philippine Islands, their physical geography, and the manners and customs of their inhabitants. In the course of his remarks he said: "The Philippine Islands are indeed a land of contrast. Every element which goes to make up the life of the native is extremely opposite: the weather, which in the daytime is extremely hot, at night is cool and balmy. The customs and language of those living in the highlands are different from those living in the lower altitudes, and, in a great many respects, are the reverse of our own country's conditions, both geographically and socially.

"In the Philippines the employer has a very hard time obtaining help, as the country is ideal for the idler, inasmuch as he can live upon the native fruits, build his house of bark, and weave his clothes from the fiber of the various

fruit trees, work at which the native woman is adept. The demand in the United States far exceeds the supply for this cloth because of the scarcity of native help caused by the easy obtainance of living supplies and facilities spoken of."

In concluding his remarks Mr. Doyle said he hoped no member of the association would think about going there, as too many opportunities await the young and ambitious printer in the United States.

A Thin Space.

In the "heat of exasperation" A. Jack Crockett, an apprentice with the Panhandle Printing Company, Amarillo, Texas, composed the following poem:

I've seen ye printers,
Both bold and brave;
I've seen ye printers,
Both jolly and grave.
But I've yet the printer
To look in the face
Who can easily pick up
A copper thin space.

Wet your finger, Jack.

WRONG FONT.

An irate patron of a restaurant called a waiter to him and said: "I found a needle in this soup. What does it mean?"

"Beg pardon," said the waiter, who used to be a proofreader, "that's a typographical error. It should have been a noodle." — *Ex.*



William and Nelda,

Twin babies, copyrighted by W. E. Stevens, Assistant Instructor, Inland Printer Technical School.

"B. L. T." PICKUPS.

IN GOOD FORM.

Our esteemed fellow townsman, A. C. Millward, laid a dozen eggs on our table to-day.—*Gary (Ind.) Post.*

SOMETHING TO THINK ABOUT.

While spending your income for your wife and children, don't forget your widows and orphans. See Seifert & Son, Stern building.— *Quincy (Ill.) Herald.*

THE HUSKY IOWA GENTILITY.

Good reliable steady husky lady wanted to learn coat making and work up to be forelady.— *Des Moines (Iowa) Tribune.*

BOKOO BOSSIE, CREDE MIHI.

For Sale —A full-blooded cow, giving milk, three tons of hay, a lot of chickens and several stoves.—*Wichita Falls (Kan.) Times.*

THE POWER OF THE PRESS.

It is doubtful whether Medlin will recover as the extent of his injuries could not be found before going to press.— *Joplin (Mo.) News-Herald.*

NEEDED BUTTONS, POSSIBLY.

Mrs. Frank Lewton returned on Tuesday morning, from a shirt visit with her husband at Carrollton.— *Salineville (Ohio) Review.*

A MEMORABLE YEAR.

L. D. Whitton was born in Scott county, Kentucky, in 1863, the year Abraham Lincoln issued that famous document, the Declaration of Independence.—*Centerville (Iowa) Iowegian.*

THE HAM WHAT AM AND THE HOGE WHAT WERE.

Ham-Hoge — Married, at 4 o'clock, Leon R. Ham and Miss Una A. Hoge, of this city.— *Illinois State Journal.*

TOOK 'EM OFF TOO SOON.

Thirty cars of the Chicago Railways Company and thirty-three of the Northwestern Elevated Company were found so cold between March 6 and March 10 that suits have been recommended by Dr. Young.— *Chicago Journal.*

BEING CAREFUL TO KEEP YOUR FEET OUT OF THE PIE.

Bake in a moderate oven, and brown the pie by sitting on the top shelf of the oven.— *Englewood Cook Book.*

BUT WHERE WOULD BABY COME IN?

Wanted — Girl to take care of baby and bell boy from 16 to 22 years. Inquire at once. Manhattan Café.— *Aurora (Ill.) Beacon-News.*

WHERE WILL THEY SIT?

Boarders wanted. Can accommodate two more first-class boarders. Mrs. L. H. Brown. NO VACANT CHAIRS AT HER TABLE.— *Kenosha (Wis.) News.*

NEXT TO NATURE'S HEART.

Gentleman wishing country life may have use of my poultry-houses. Particulars, 7594 *Outlook.*— *The Outlook.*

WHY OAK PARK HAS NO SERVANT PROBLEM.

Wanted —A girl for general housework; good cook; references; large room with batch; man to assist with work; good wages.— *Oak Leaves.*

TIME HUNG HEAVY ON HIS HANDS.

Ort W. Ford has been laid up from the effects of a strained back, sustained from lifting some time in January.— *Warsaw (Ind.) Times.*

— *Line-o'-Type or Two, Chicago Tribune.*

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Theory of Word-division.

H. H. E., The Dalles, Oregon, writes: "I am interested to know if you can quote any English authorities in support of the theory of word-division advanced by you in answer to the letter of J. W. B. in the March number. It seems that I also need enlightenment on this subject, although during the past fifteen years I have worked with English-speaking printers of five countries."

Answer.— The theory questioned was this: "Correct division in all such cases gives such part of the word on the first line as to leave no doubt in the reader's mind as to the part that follows." I can not quote any authorities that say this just as I said it. I voiced an opinion, however, in words of my own, very much in keeping with one expressed by Horace Hart, printer to the University of Oxford, in "Rules for Compositors and Readers at the University Press, Oxford," thus: "The principle is that the part of the word left at the end of the line should suggest the part carried over." Authorities (in print) are all too meager on the subject of dividing words, and they vary greatly in their decisions. Mr. Hart dismisses the matter with only about two hundred words, including thirty examples, leaving the rest to analogy or the dictionaries. He, in common with other rule-makers, leaves various kinds of words unmentioned, consequently unprovided for in his rules. He contradicts himself analogically by prescribing among his examples the two divisions pun-ish and philo-sophy, of which the first is right and the second wrong according to his principle. Possibly better would be, "The part in the first line should not be misleading." See the answer to J. M. C. in this department.

A Common Misuse of Singular Verbs.

L. H. I., Fruitvale, California, evinces a continuing interest in these notes as follows: "I read your comment in the last issue, which seems to contradict your former opinion in a way. Possibly the discussion inclosed will interest you."

Answer.— The inclosure embodied some results of the correspondent's research as to the question of grammar for which he quoted my answer, published in April, 1903. He wrote no objection to having it printed, and it will interest many. A correspondent wrote: "Is 'has' correctly used in speaking of one of the most artistic calendars that has been issued?" The answer was: "Strictly, according to grammar rules, 'have' should be used; but usage is almost universally in favor of 'has,' notwithstanding the violation of rules." Last month's answer to a similar question was: "'Mares that have been offered' is the correct form. I can not imagine a grammar-book saying that it is right to use a singular verb with a plural noun. Yet the error is frequently made in sentences like the one in question, presumably through suggestion from the form 'one of the mares,' one being mistaken as the object of the verb instead of its real object, mares." These two answers do not seem to me contradictory. Almost universal was a little too strong; but I have not seen such a sentence in print since receiving the comparison that did not contain the error, therefore it surely is frequent. But if the two answers were more contradictory it need not be surprising. St. Augustine wrote a book called "Retractations" purposely to contradict some of his former assertions. Our correspondent finds that Scott, Thackeray, Dickens, Irving, Howells, Ruskin, Addison, Emerson, and others use the singular verb, and that the plural verb is used by Macaulay, Lecky, Holmes, Lowell, and Matthew Arnold.

A Division in Dispute.

J. M. C., Los Angeles, California, writes: "Will you please answer a few questions? I am not a full-fledged printer yet, and I have worked for two different bosses now, who have called me for dividing the noun produce the way I do. I insist upon the word being divided with the d on first syllable, as in the dictionary; they say the d goes on the last syllable, as in the verb produce. My present boss says the g in progress (noun) goes on the last syllable, and on showing him the dictionary he says the dictionary is not the place to look for the division of words. The words cooperate and reelect are not used with hyphens any more — are they?"

Answer.— The best way to divide words seems open to many differences of opinion. Once upon a time there was a very common understanding that it was practically universal in Great Britain to "divide on the vowel" in such words, pro-duce, pro-gress (the nouns), but in America the commonest practice was "on the consonant," prod-uce, prog-ress. British practice has altered considerably since then, though it still has much more of the old-time dividing than any American print has. When an editor was asked how he would divide words, he answered, "On the syllable," and evidently thought he had given a full answer. But none of the people concerned would answer otherwise. The trouble is that some people think prog and prod are the first syllables in these two nouns, and some think pro is the syllable. Well, the syllable actually is all that is included in the initial part of the word before there is a turn away from one sound and into another. Pro naturally spells a sound with the vowel as in no, and therefore may be slightly misleading as the first syllable of a word like product or the noun progress. It is the first of the verb progress or produce. Prod and prog spell syllables containing the vowel sound heard in not (can not spell anything

else), therefore show instantly just what word it is that is divided, or at any rate what the first sound of that word is, unmistakably. Product is composed of the two syllables prod and uct, just as plainly as Sunday is sun and day. Notwithstanding the fact that some people insist on having pro-duct, pro-gress (noun), they are errors according to the only proper basis of division, which is sound, not etymology. This is the proper basis because it is only the boundaries of sounds that bound syllables, and any other division into elements is elusive. The vast majority of people do not know etymological elements, and they may know sounds much more easily. There was a time when the objection to the dictionary had some foundation, but that time has gone. Word-division is a special feature of the latest dictionaries, and the new Standard Dictionary, soon to be published, will contain a system of word-division that will leave nothing questionable to those who will listen to reasoning that straightens and simplifies all of it. The use of the hyphen in the words mentioned at the close of the correspondent's letter was never common; it was only a use coincident with that of the dieresis. That is, some people used one form, some the other, and some people ignored both markings and wrote plain solid words, like zoology. It is impossible to tell whether there has been much change in practice. My choice as best is of the dieresis, reëlect, zoölogy, etc. In fact, I would not allow anything else in work under my control.

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. XII.—BY F. HORACE TEALL.

ANY reader who may think that lack of material enforces our inclusion of adverbs, prepositions, and conjunctions in one of these papers is referred to various books of grammar, and especially to Fernald's "Connectives of English Speech." That book treats also relative pronouns, but these have been noted in a preceding paper of this series. Fernald deals with only a certain class of adverbs, which he calls "relative or conjunctive adverbs," because they approach very nearly the nature and use of conjunctions. In a general sense all these words may be properly called connectives, but in a grammatical classifying sense only the conjunction is strictly connective. Even when adversative, or serving to show contrast or opposition, its function is connective, and that is why it is called a conjunction. It connects two or more words, phrases, or clauses, usually names or implying names, as of actions, while the preposition expresses a relation determined only by the following word, as when we say he came to or came from a place, the choice of the word to use depending on the particular sense to be expressed. Likewise the adverb is usually a modifier, not a connective, except when it is properly used as a conjunction is.

But here we come near to a departure from our special purpose, which is inquiry as to how far a proofreader is concerned with correction of grammar, not that of making a treatise on grammar. Our logical beginning here is with adverbs.

It is sometimes difficult to determine whether an adjective or an adverb is proper to a certain construction, but, fortunately, not often. Most frequent among errors in this choice is that of choosing the wrong word to modify the verb to be or any of its conjugational words, as am, are, is, or a verb that is of similar nature, like feel. Thus we say I am well, I am happy, I feel well or sick or ill, and no one would say I am happily or I feel sickly. But many people do say I feel badly, and insist that it is correct, and may even be able to cite some so-called grammatical authority in support of that opinion. All dictionaries, and at least a majority of grammarians, tell us to say I feel bad, not badly. This is because the sense to be conveyed is that I have bad feeling, not that I perform an act of feeling in a bad manner.

What is the proofreader to do when he finds this wrong use in his copy? Or is one to make it wrong when his copy is right, by substituting the adverb for the adjective? Certainly the weight of authority and of correct usage supports the decision of propriety here made. If a proofreader feels sure that whatever he does will be accepted as right, of course he may make his own decision without fear. It is only when a higher authority may differ with him that he may have to do what his own sense of right does not justify. If, having suggested a correction, he finds that suggestion rejected by one who has the right to decide, especially if that one offers any support of his decision, the proofreader may far better yield without further protest, even when he is sure the decision is wrong.

In general, if a proofreader thinks an adverb (or any other word) should be changed, and is not sure that he has at command a good argument or good authority in support of what he wants, he should secure such support if he is not willing merely to submit his suggestion and accept the first answer whatever it is. The dictionary is, of course, the most convenient source of information, and it is a pity that even scholarly men may consult it and get a false impression, as through failure to read enough, especially in cases where part of the intended decision is given only in a quotation. A case in point occurred in the writer's experience. Correcting an editorial proof of an article containing a series of statements which its writer had enumerated as firstly, secondly, etc., he changed firstly to first, and the change was objected to by the writer, who appealed to another editor. This third man opened the Century Dictionary and reported that it sanctioned the use of firstly. He came to this conclusion from the mere fact that the dictionary defined the word, and he failed to perceive that the definition was followed immediately by a quotation from De Quincey in strong condemnation of the use.

This suggests another point that proofreaders should keep in mind, that adverbs do not always have the distinctive adverbial ending that usually changes an adjective into an adverb. Sometimes the unchanged form of the adjective is used, and thus becomes what is called a flat adverb. Thus slow and slowly are both good, but who ever heard or read fastly? Flat adverbs are not abundant, however. When in doubt, consult the dictionary.

Practically all possible errors in the use of prepositions and conjunctions consist in the wrong choice of words. Each word has its own special meaning or application that will fit in its own place and not properly in any other. No grammatical distinctions are made, except that some conjunctions are coördinate and some are adversative, which means simply that, while they all serve to connect, some of them merely couple together what precedes and what follows, while others connect for the purpose of contrasting.

Here again are often encountered uses on which opinions differ, sometimes with as much authority on one side as on the other. Evidently, it must often happen that the proofreader can not take any liberty without risk, and should not venture to make any change without knowing that he is prepared to show that his way is better than the other. And even then he is much safer if he knows that his author or editor is not strongly opinionated in favor of the

other choice. In a large majority of cases his safety and comfort lie in following copy, whether he thinks it is right or not. A typical instance will illustrate this. Many people, especially Englishmen, always say that one thing is different to another, and are so thoroughly accustomed to this form that they can hardly be persuaded that it is wrong. In reason and common sense their language would be just as good if they said accustomed from this form; the substitution of from for to is no worse than that of to for from, except that the latter is frequent in literature.

Many passages in the book mentioned above are worth quoting, but we must be satisfied with one, on a subject that will probably never be settled universally, the split infinitive. The decision there is too much in favor of its use: "A usage which is often severely criticized is that of the split or cleft infinitive; as, to suddenly fall. Abstractly there seems no more objection to the split infinitive than to the split indicative. We say, 'The value will greatly increase,' and it seems every way as rational to say, 'The value is sure to greatly increase.'" Very true; but increase greatly is much better in each instance. These examples are poorly chosen. Occasionally, but not often, the placing of an adverb between the parts of the infinitive assures an unmistakable sense not otherwise so clear.

(To be continued.)

ELECTRICTALK, NEW LANGUAGE, BEWILDERS THE LAYMAN.

Every business has its own language and nomenclature. The average Wall-street operator, for instance, can tie a neophyte's brain into hard knots in the course of a few moments' conversation on fiscal matters. But the business which presents itself to the layman as the most hopeless riddle is electrical manufacturing. Dr. Schuyler Skaats Wheeler, president of the Crocker-Wheeler Company, of Ampere, New Jersey, recently deplored in a public utterance the spirit of opposition which has grown up between the electrical engineer and the world at large.

"You can not talk in electrical terms to the average layman," he said, "without scaring him to death. The mention of anything so abstruse as induction coils is sure to set his wits to wandering. A certain method of immediately losing your auditor's attention is to make use of a technical term."

Electricity, like Browning, is not difficult to understand if you approach it fearlessly, undaunted by the "Electrictalk" which has been coined during the last couple of decades. There is a definite, logical reason why each one of the terms is in use, and in another decade they will be as familiar to that part of the public which is interested as automobile talk is fast becoming to the public at large. At present "Electrictalk" makes the average man feel that "be it ever so uhmble there's no place like ohm."

The units of measurement are the basis of "Electrictalk" — amperes, volts and watts. Ampere is the name of the Frenchman who discovered how to measure electric current. The unit of measurement was therefore called an ampere, in acknowledgment of his valuable discovery. Electricity may be best compared to water flowing through a pipe. The volume, or gallons, of water correspond to the volume, or amperes, of electricity. But water may flow at greater or less pressure. A thousand gallons of water flowing through a pipe at one-pound pressure to the square inch would just dribble out at the end. Under a thousand pounds pressure to the square inch it would shoot out of the pipe with fierce energy. The number of pounds of pressure under which water is flowing corresponds to the number of volts of pressure under which an electric current is flowing.

The energy with which water flows out of a pipe is the result of the volume of water and the pressure under which it is flowing. Every one has noticed how much faster water flows out of a faucet in one place than it does out of a faucet in another. The quantity of water which flows out of the faucet depends upon the water pressure in that particular locality. In the same way the quantity of electricity delivered over a single circuit is the product of the volume (amperes) multiplied by the pressure (volts). The electrical term for the energy thus generated is watts. A thousand watts are called a kilowatt, as this term is part of the metric system.

In order to understand just what a kilowatt is, it is necessary to ascertain what it will do. We know that a stream of water of a given volume flowing at a given pressure into a turbine will generate a certain quantity of horse-power of energy. A kilowatt is the mechanical equivalent of one and a third horse-power. Electric-lighting circuits usually carry 110 to 120 volts. An ordinary carbon sixteen-candle-power lamp takes a little less than half an ampere in volume, and consequently consumes about fifty watts of current. As a thousand watts are equal to one and a third horse-power, fifty watts are equal to less than seven hundredths of a horse-power. A tungsten twenty-candle-power lamp takes less than a quarter of an ampere, or about three hundredths of a horse-power.

It is interesting to remember in this connection that a horse-power is actually based as a measure of energy on the amount of power that could be produced by a horse. In the old days before wheels began to be turned by steam they were turned by a horse walking on a treadmill. When the ingenuity of man had discovered steam power it was necessary to have a measure that would convey what it could accomplish in terms then in usage and understood. The man with a steam engine to sell said, in substance, "My steam-engine can do more than ten of your horses." Hence the expression ten-horse-power engine. The man with the steam-engine found it necessary, however, to be overconservative in his statements in order to spread belief in his new-fangled machine. He understated, therefore, the amount of work that his steam engine would perform, so that a mechanical horse-power is actually a good deal more than a horse on a treadmill can really accomplish. In the same way manufacturers of electrical machinery have found it necessary to rate their machines exceedingly low. The rating of a machine is its capacity to develop a certain power at a certain speed. In other words, popular incredulity has affected scientific terms to such an extent as to render them not strictly accurate.

HIS BAD BREAK.

The brothers Eckstein were being entertained by one who was anxious to avail himself of their financial acumen. But, as ill luck would have it, the talk veered to other things. "Do you like Omar Khayyam?" thoughtlessly asked the host, trying to make conversation.

It was the elder brother who plunged heroically into the breach. "Pretty well," he said, "but I prefer Chianti."

Nothing more was said until the Ecksteins were on their way home.

"Ikey," said Abe, breaking a painful silence, "why can't you leave things that you don't understand to me? Omar Khayyan ain't a wine, you chump; it's a cheese!" — *National Bulletin.*

Productive Efficiency

BY R. T. PORTE.

It Takes Time.

You can't reform the world in a minute. When an idea has been engrafted on a nation for centuries — when every basis of figuring or accounting has always been upon the one unit — and we suddenly evolve an entirely new idea, it is useless to think that every man is going to grasp it immediately and become reformed. And it is not always possible to make those who claim to see it live up to the idea.

There is no better illustration of this than the old idea that the wage paid the man makes the high or low cost of the product. Every system of cost accounting up to a few years ago has been based upon the sole unit of the hour-wage paid labor! The higher the wage, the bigger the overhead; the lower the wage, the smaller the overhead — this was the position taken.

When, suddenly, it was discovered that time should be the unit — not the wage paid — with the modern cost system based on the hour sold, every hand was at once against it. "There can be no such thing," seemed to be the almost universal cry. Yet to-day all are getting ready to adopt the new idea, and forget the old, time-worn, out-of-date basis of wage rate. The reason is that it is slowly but surely being demonstrated that the wage rate is but a small element in the average cost, and the other elements too long have been forgotten.

But the battle is not won. The fight for correct principles must go on, and the great weapon to fight the battle must be efficiency.

Plants that have put in the hour-cost system have soon found the great leak of low wage and small product, and have been quick to realize that they must change their method of doing business. In seeking for a solution, they have found the only correct one: a greater product, even at a higher hour-cost. This means a cleaning-up process, a straightening of things — the raising of the wage and greater efficiency, and the workman who can produce given the right chance.

And, perhaps as startling as anything, it has been discovered that many mechanical labor-saving inventions cost even more to operate than the hand method. It was found that speed did not always mean a lower cost, and some new kind of figuring had to be done.

The whole thing of changing from the basis of wages as a cost, to the hour-product cost, is so entirely revolutionary that we must have patience to wait until more begin to see it is right, for the longer they study costs and investigate its basic principles, the more they will become convinced that the old method is wrong.

And this is also the one great argument against "home-made" or self-installed cost systems. Invariably those who install their own cost system have the wage idea in their mind — they can't get it out — and do not take the same view as the "cost-system installer," who has but one aim — the hour-cost of the plant. The man who installs his own system has not had this so thoroughly taken out of his ideas of cost, and it is impossible for him to get a new view of the problem of costs.

It is going to take time to bring about this reform, and discontinue the talk about the "hour-cost of labor." That there is no such thing, every one who has the least notion of what "costs" consist will agree — but my! it is a hard notion to kill in the mind of the average proprietor of a plant — and we must not become discouraged or disheartened, but continue the fight for "hour-costs and efficiency," because the "hour-cost" must be ascertained before we can have "productive efficiency."

Efficiency — What Is It?

If your little son should come upon the word "efficiency" and ask you what it meant, what would be your answer? It would be quite a job to answer in a simple manner just what is meant by efficiency. It would be almost impossible to tell in a few words what it is. The writer recently tried his hand at a simple definition and became involved in words which, if put on paper, would look like a jumble. Finally he gave it up, when along came a man well known to the printers from coast to coast, who gave a definition that hit the idea exactly. If Robert S. Denham never did anything else than evolve this one sentence, he is entitled to a place of honor. His definition of efficiency is: "Efficiency consists in obtaining practical results without either waste or strain in the use of time, energy and material."

Here you have it in a nutshell — efficiency: practical results. This is what we want — the use of efficiency to get a product that will be practical, and, being practical, will have to be known by its cost.

The word practical, then, must be defined, as it is the key to the definition, and it tells exactly what efficiency is. In the work of producing, it means either a greater product, thereby reducing the cost (and such reduction makes possible a wider use), or a better product, with no greater cost, but in the end more lasting and worthy of use or purchase.

There is such a thing as making an article too good, and consequently too expensive to use. On the other hand, a product may be good, yet not too high in cost to forbid its common use.

It is very nice to say that everything should be of the very best — it sounds good and reads fine; but it leaves behind a feeling that there is no limit, when in fact there is a decided limit, to where cost of production may go. A thing must be "practical," it must meet the needs of the greatest number, or the use to which it is intended, and the expensive or elegant is not always the best.

As a matter of fact, the plant that produces the "finest" work has always a higher hour-cost than the plant doing

the " medium " grade work, and the latter plant is the one that usually makes the money — provided it has efficiency and knows the cost of its product.

No better illustration of this can be given than the difference between France and Germany. The workmen of France produce more " creations " than any other nation. They work for a long time to produce one " creation " — beautiful in form and perfect in workmanship, and when done, they promptly drop it and go to the next product. The German workman takes a " creation," duplicates it by the thousands, each part skilfully made, but by duplication produces for the world, and at a price that all can purchase. As a result, the French manufacturer stands for high cost — the German for low cost and quantity. The articles are one as good as the other, only instead of following up her " creations," France leaves them and goes to others.

No better definition of efficiency can be pointed to, as Germany is the nation of products — and practical results.

Special "Stunts."

No greater amount of harm can be done than through the publishing of " stunts," as pulled off by some machine or person. These extraordinary performances are in time



"Good Morning, Chicks!"

taken as standard, and the interested persons build a reputation with them that is generally unwarranted. The " stunts " are usually the experience of some new convert to a machine, who wants to show what he or " it " can do. The manufacturer of the machine eagerly grabs the "stunt" and uses it to show the machine's possibilities. The next man thinks he can do the same thing and has visions of great profits, and then undertakes " stunts," which in due course are taken up and pushed forward. The " stunt " therefore becomes a regular merry-go-round, and any one who says it " can't be done " gets a cold look.

But old Mr. Cost System dissected some of these special " stunts," and the resulting cold figures show the production of not only " special stunts," but production for the month or a year, and make of them a different story. The enthusiast begins to get cold feet in a short time, and does not feel quite so proud of his alleged production, and finally comes down to earth.

To show exactly how this may happen, a certain shop had a machine which, before the putting in of a cost system, by actual time produced 5,400 ems an hour. The machine was timed at different intervals, and always found the same. To be conservative, the estimator figured 5,000 an hour. And then came the cost system. The first month's average showed 3,750 an hour, the second 3,500, and a long run that was timed as before showed an average of 3,650 an hour. At that basis and cost per hour of the machine a great deal of work was found unprofitable and was put on another machine, and finally the machine worked shorter time and at a higher hour-cost. Had the cost system been applied earlier, the publishing of one " special stunt " would have never occurred.

Recently the writer wanted some information about a claimed hour-production, but no reliable record covering any given period, except " it does so and so," could be found. Yet " special stunts " about the machines are regularly published.

What we want are facts, not " stunts."

The great fallacy of having better compositors in days of yore than now is the comparing of " stunts " with regular work. Some compositors who worked one or two days a week were able to get up seemingly big " strings," but if the cost system as we know it to-day could have been applied in those days, history would have told a different story.

The efficiency of a machine or man is not always in being capable of doing " stunts " — it is the steady production and result shown by a cost system properly installed and figured. A mechanical contrivance, however pretty and ingenious, is not always efficient.

Sensitiveness.

The hardest man to get along with is the man who is sensitive — who takes to himself every little remark made; who sees in every change a slur at his work; who is continually looking for some fault to be found with him. When spoken to, his face flushes, his eyes droop, and he becomes sullen and disagreeable in the extreme — not through action or talk, but lack of action, as his very walk and manner convey the idea that he has been hurt, wounded, and that you have done it. Yet for all the world you can't reason out what is the matter — because he says nothing. Days after he will, perhaps, make some nasty remark that tells you why he had felt aggrieved. It is then that you get angry, because you were not given a chance to square yourself at the right time.

This sort of a man will consider himself conscientious, that he does the best that is in him, and that the whole world depends on him. And when he is found fault with, when something is said or done that does not agree with his narrow little soul and understanding, he becomes almost insulted, and takes pains to show it in the most disagreeable way — to say nothing, and to sulk.

It would not make much difference to any one, even though the man was sensitive and easily made aggrieved, if he did not in some mysterious way cast over the entire place a bad spell. One such man in a plant affects every one from the superintendent down to the errand boys. His air of injury so plainly shows on his face — and his chance remarks get on every one's nerves — that there can not be cooperation and honest effort in any plant where such a man works.

For the man or woman afflicted with that degree of sensitiveness that he or she thinks only of himself or herself, and never of others, who takes the little unintentional things and makes mountains of them, there can be felt only pity. Yet this is no reason why a plant or business should

continue to have such persons around. They may have a place in the world, but it must be where they can not cast their spell over others and become a nuisance and hindrance to efficient service and plans.

The man who is afflicted in this manner should try to get out of his narrow cell, and realize there are others in the world; to take things as they are intended, and not as he would interpret them — that he is but a small atom in this great world, and that he should try to become a help to others, so that he may get help from others. He can never become an efficient workman, he can never produce the great things in his work, unless he work for and with his fellow men.

The superintendent or foreman of a plant who has such a man under him is entitled to sympathy, as there is no meaner job than trying to gain the good will and best efforts of such a man. It is almost a hopeless job — his sensitiveness precludes all things, and his narrowness makes it impossible to work with him.

A sensitive man can never be an efficient man.

Preserving Standing Matter.

Where there is a large quantity of type-matter that has to be left standing for any length of time, and it is of such a nature that plates can not be made, it is quite a problem to store it in such a way that the matter will be ready for the press without becoming dirty or dusty, and in as good shape as when first set.

Such a problem came up a while ago, and over one hundred pages had to be stored ready for use at any moment, as a hurry-up order to print might come at any time, and corrections and changes of such a nature were possible in the final printing that plates were out of the question.

There was no place large enough to store the type except in a basement, and, as usual with basements, this one was as dusty as could be imagined, and type left there any length of time would be covered. It was a problem, but the owner of the plant decided that instead of "storing" the type he would "preserve" it.

First, he ordered one hundred pieces of thin iron, or "boiler plate," made, a little larger than each page. The pages were carefully tied with good cord in the usual way, and each page placed on a separate iron plate. A proof of the pages had been taken, and a hundred paper sacks purchased. The sacks were somewhat larger than the plates, and on each sack was pasted a proof of one of the pages, and inside the sack was put the iron plate with the type and then the sack carefully sealed. The proof side of the envelope, of course, showed the "right side" up.

Shelves were constructed and the sacks laid on them, in orderly arrangement, and in a convenient manner.

Later, when the order came for the printing of the job, in a few hours each page was removed and corrected and the forms put on the presses. The type was found in as good condition as when put in the sack, and that plan was followed in other work because of its high efficiency. The type was not "stored" — it was "preserved."

The Rhythm of Efficiency.

In the law of nature there must always be a balance — a positive and a negative, an action and a reaction. There seems to be a balance in almost anything that we can name, and each the opposite of the other. We might say there are two natures in all things. No one thing can exist without its opposite or it would control the world, or become extinct through its own uncontrolled force, or through its inaction because of no contending force. These are the rhythm of efficiency — the forces that help to make the complete harmony of the other, and make for each what nature intended. The list that could be made of rhythms would be long, but a few can be given to make clear the meaning. There are day and night, the tides, the vegetable and animal kingdoms — each one the opposite of the other — but each necessary for the existence of the other.

Throughout life, there must always be two opposites, or contending forces, one to be the rhythm of the other, each to keep and help the other.

As a matter of efficiency there is no greater law than the rhythm of motion and rest. There can not be perpetual motion — there must come to everything an end, unless it has the contending opposite — rest.

It does not make any difference what part of motion you take up; back of it must come rest. You may sneer, and ask about the revolution of the earth. The answer is easy. Does not the earth revolve around the sun? The sun represents rest, the contending factor of motion. The fuel that is used to make steam that propels the engine that drives the dynamo and in turn makes electricity was made through resting years in the bowels of the earth, and being brought forth and kindled under water, develops power and motion. But it had rest.

The wood that made the coal came from trees that grew in the summer and rested in the winter.

These are the greatest examples of the rhythm of efficiency, and there can not be efficiency without two forces, and these are motion, or power, and rest.

The workman must properly apply the principle of rest to become efficient, and it may take many forms. For the toiler or man who does physical labor, rest may mean the enjoyment of some pleasure that needs the use of the brain only — say a simple thing, as a moving-picture show. Here the physical part of the body rests, while the mind works — the rhythm of efficiency doing its work.

To the man at the desk, whose labor is mostly that of the brain, rest means golf, or walking, or working in the garden, or some other physical exercise. The brain is rested, the physical body at work — again the rhythm.

The element of sleep gives all a chance to rest and to be ready for the day's work on the morrow, but besides this, each man must have other rest and it should be of a nature exactly opposite to his work or duties.

To attain the highest efficiency, workmen must come to their work rested — either in body or brain — and the employer who makes it his business to see that his men are rested will succeed in developing the greatest efficiency in the men themselves — who will enjoy life to the fullest — and in his plant, where the product will be the gainer. The workman will be the greatest gainer in this in the end, as he will be a better man, a healthier man, and a greater producer for himself and family.



An Illustrated Phrase — "Dog's Work."

Design by Paul Kuhn, Munich, in *Buchdrucker-Woche*.

Cost and Method

BY R. T. PORTE.

The Front Office.

In looking over the advertising pages of the various printing-trade journals, there is one line that is conspicuous by its absence. In nearly all the other trade journals for the various industries, you will find there among the brightest advertisements the very ones missed in the printers' papers.

Nowhere among the pages will be found advertisements for the following: Office desks, filing devices, safes, cash registers, adding machines, bookkeeping systems, and other various office appliances. Are the advertising men overlooking a bet, or what?

There is certainly no business that needs all these more than the printers. The average desk in a printing-office is about the age of the ark, and filing devices a lot of wooden boxes or old box letter files, and safe, cash register, and adding machine things unknown.

Thousands of dollars are spent in the " back " office for the very latest machinery, and the one part the customer sees the most and judges a business by has the shabbiest and worst look in the place. Less than $200 will fix up the " front " office to a degree of decency that is truly wonderful, and create an impression that will bring to the office a bigger money return than any other investment possible. A clean, neat, up-to-date front office is a valuable asset. The cost is not very much, and the tone it adds to the rest of the plant is like a fresh coat of paint to an old building.

Much is said about the personal appearance of a salesman. As much and more can be said as to the appearance of the " front " office, which reflects the entire business.

The smallest printer can make his front office neat, respectable looking and inviting, not to say businesslike. A heap of old papers, a pile of ill-kept trade journals, a dog-eared dictionary, a waste-paper basket running over, and an unemptied cuspidor, with dust and gloom a foot thick everywhere, will never help you to get better prices.

The first act in installing a cost system is a general clean-out of the front office.

Perhaps then the advertising pages of THE INLAND PRINTER will be filled with office-appliance advertisements — and maybe an automobile advertisement or two. Who can tell?

A Word to the "Cheap Printer."

You have seen costs printed in all the trade journals; you have read of the cost congresses, cost commissions, cost experts, and costs, costs, costs. You are tired, sick and weary of hearing it all. You just want to run your business as you please. It is no one else's business what you charge, and you guess you know what printing is worth. You have been in business twenty years (or maybe only six months). You have worked at the case, run a press, or cut paper. Perhaps you have not done any of these things, but thought a fortune could be made by hiring cheap labor and cutting the life out of prices! You may hire union labor, and believe it does more work than any other, so you can sell cheaper. You know you are right, and you don't want to listen to any more. You know that composition is worth only 40 cents an hour. You know money can be made at 20 cents per 1,000 for job-press work. Cutting paper, delivering, collecting (perhaps you ask C. O. D. as an excuse for your prices) don't cost anything, and you live on $18 a week.

There is only one question I want to ask you, and it is this: " Where is all the money (I mean actual cash) that you have made? "

If you will communicate with the editors or the writer, we will be glad to refer you to several deserving charitable institutions that need the money. You, of course, can get more in the same way you have in the past.

Hour Costs in Country Daily Office.

This department is indebted to the R. S. Denham Company for the hour costs and information as to a cost system in an inland printing-office which runs a daily newspaper as well as a job-printing department. The plant employs about ten people the year around, and is always busy. These records are very valuable in comparing with published costs of much larger cities. It is only one plant; therefore there is a wide range of costs, but it may be taken for granted that they are low, and any publisher or proprietor of such an office can not afford to figure his work on a lower cost.

Composition costs, both hand and machine, are very low. This is due to the fact of printing a daily paper, keeping these departments steadily employed, with very little idle time. Two shifts are run on the linotype, producing slugs for the paper, and there are few changes and practically no idle time.

The cylinders, however, show a much higher cost than those in the larger places, and this is almost universally the case. The newspaper cylinder does not average over two hours a day. Consequently its production of time is small and the cost is high. The Miehle press does the bookwork, but there is not the quantity of work that must be done to keep down the cost.

The job presses, bindery work, and stock-cutting prices compare very favorably with the city costs.

The hour costs, covering a period of one year, are:

Hand composition	$0.88
Linotype	1.03
Miehle cylinder	2.45
Newspaper cylinder	2.31
Job presses	.68
Bindery, machine	.85
Bindery, hand	.48
Cutter	.81

If the hour cost on job composition were kept separate from the newspaper composition, it would be found that this cost would be much higher than the cost printed above.

The inland newspaper proprietor would do well to study these hour costs — they cover a period of carefully kept records for a year, and are reliable and true.

The time must come when the newspaper publisher will know what it costs to produce advertising, and more will be said upon this subject later, but first of all there must be cost records such as this one to base facts upon.

Do you know what it costs to print, fold and mail an issue of your paper? If you don't, how do you know what to charge for advertising?

A Gift by the Country Publishers.

On the main boulevard of Chicago stands a handsome office building. The entrance is broad and expansive, the steps leading up are of the finest marble, and the front of the building is of the finest grade of brown stone. Inside the fixtures are of mahogany, the counters highly polished, the partitions the very best, and imported rugs laid on the floors. The stenographers are handsomely dressed, the bookkeepers wear the best of clothes, and the "managers" have large diamond rings. Everywhere luxury and the very best is evident.

On the other floors, everything is clean and of the best. These are the workrooms, and every employee is dressed neatly and cleanly. In not one place can you point to a thing but what is of the best.

The company that runs such a place must indeed be prosperous. Prosperity is breathed from every nook and corner. It is not a bank; indeed not. What is it? That, we will not tell; but we want to tell who furnished the money to put up for all this — and it is no less than the country publishers of the United States. Even the donors will be very much surprised to find that they have done all this, and will hardly realize that it can all be so.

Advertising in country papers made this company. "If that is true," you ask, "what is all this about, as hundreds of other companies have done exactly the same thing?"

That is true, but this one company is a notable example of what the country publisher is capable of doing before waking up.

The company has never been known to advertise in a city daily or magazine. It has used the country newspaper entirely. It was the originator of as fine a scheme as was ever put to use. The scheme was to go to a local dealer and have him place an order for several gross of the articles, on the strength of advertising not only the article but the local dealer as the seller. Then the salesman approached the country publisher—perhaps desperately in need of money—with a fine line of talk and a year's contract to run three or four readers each week — to be changed weekly, all the copy furnished. Put on a yearly basis, the money looked good, but when figured by 52, the amount per week was pitifully small. The type must be the same as the regular reading-matter, the heads, if any, the same, and always "next to or immediately following pure reading-matter." That was surely a fine contract, and kept the country publisher from worrying about his other troubles, by keeping him busy figuring how to live up to the contract.

At the end of the year, or every six months, along came the check, "less amount for incorrect insertions." They had a fine system down there on that one thing.

One printer woke up and made a "string" of the matter for the year, and found he was setting the type and running it in his paper for the beautiful sum of about 40 cents a thousand ems. After investigation it was found that many only received about 25 cents a thousand.

Advertising built that business, but the most of the money came from getting the advertising at a starvation rate. Had the company paid a rate that was right, it would not have paid two-hundred-and-fifty-per-cent dividends, built that fine building and been so prosperous. No wonder it didn't advertise in the city dailies or magazines. It was too wise, and continued to hoodwink the country publisher year after year, and is doing it to-day.

One of the Causes.

Every one agrees, or at least used to agree, that the printing business is and has been in a bad way. Too many have started up in business with vague or even no ideas as to the proper price for printing, and the industry is in as chaotic a condition as one can imagine. There has been no general solution of the problem yet, although attention is being called to many methods, the most prominent being costs.

But, there have been many causes for the condition of the printing business of the past; you might even say it has been the heritage of past generations. The evil genius of the trade is not dead by any means, but is alive and doing its terrible work now.

Years ago this genius of evil was at work, and is still spreading the disease that has caused so much of the trouble.

In the time gone by a little one-inch advertisement was printed in the magazines, and that advertisement is still doing its deadly work. Look at it below, and see if you do not recognize an old friend:

Oceanic Steamship Co., 673 Market Street, San Francisco



Print Your Own

Cards, circulars, books, newspaper. Press $5. Larger $18, Rotary $60. Save money. Big profit printing for others. All easy, rules sent. Write factory for press catalog, TYPE, cards, paper, &c.
THE PRESS CO., Meriden, Connecticut.

"SPORTSMAN'S DOPE"

This advertisement stares right at the business man who gets the notion that it takes but $18 to start a printing-office and $60 will buy a rotary press. Truly there is "big profit printing for others," if this be true.

Not long ago a manufacturer invited the writer into his plant to show him a new machine that cost a "lot of money," so he said, and was a wonder to him. When asked the cost, it was only $250. It was a big sum to put in a machine, to him, and it truly did great things.

Going by a printing-office, the man was asked to step inside. It was a small shop, poorly kept, and run down. When told that the four job presses represented an outlay of over $1,000, he was astonished, and when told still further, after leaving the printing-shop, that the proprietor was selling the product of those presses at only about 40 cents an hour, he could hardly believe it.

"Why," he said, "I figure my machine to make me $10 a day clear of all expenses. No wonder that plant looked as it did."

The man naturally supposed, as a buyer of printing, that the machinery was cheap, or the prices of his work would not be so little — or that there was, by some miraculous turn, sixteen thousand or something turned out an hour, as he had heard of some newspaper presses.

When prices on printing are raised, it is such advertisements as the one printed here that get in their deadly work. The buyer thinks the printer is "robbing" him — it costs very little to start up, only $5. Anybody can do it — "all easy." You can't blame the business man if he gets a wrong impression.

The majority of the men who own the magazines that print this advertisement have developed from the printing

business, or at least know a great deal about it. To their own honor this advertisement reflects on them. They know the advertiser is untruthful, that it is not "easy" to learn the printing trade, that "rotary" presses can not be sold at $60 that will do good printing.

The magazine that printed this advertisement prides itself on printing truthful advertisements, and several times pointed to itself with pride for "saving" the dear people from fraud by refusing advertisements. It can again do a great industry a service by cutting out this lying advertisement, or else make the manufacturer rewrite it to tell the truth — that its press is a toy for very limited purposes, and not meant for general printing. As a toy for some boy in idle moments it has its field, but for mercantile use it is of very little value.

This advertisement is one of the causes of the bad printing conditions to-day, and until it is put in the right light will continue to do harm. The responsible men are those who have some knowledge of what printing really is, but open their columns to the advertisement and not only spread its misinformation broadcast, but by printing it stand as its sponsors.

A suggestion for a remedy of this matter: Every printer who reads this should at once look through the various papers coming to his home or office, cut out the above advertisement, if it appears, send it to the publishers of the paper printing the advertisement, and state why they object to it, showing its untruthfulness, and ask if the paper intends to print untruthful advertisements, and if it is not big enough to get along without the money from this one. A few hundred letters will do a lot of good. Here is a chance for you to help to improve the business.

Setting Type for Others.

A number of country printers do machine composition for near-by printers. They own a typesetting machine, and, not being able to use the entire product themselves, arrange to set the straight matter for other papers in adjacent towns. It is considered a great thing for all concerned. The buyer has solved a part of his labor trouble — doesn't have to "throw in," and it is a great thing for him. The seller gets so much "easy" money, which helps him pay for the machine, and he is happy, too.

There is nothing to be said against this arrangement — if the seller gets the right price for his product. And right here is where the whole trouble lies. The buyer is quite content if he can buy composition at 25 cents a thousand — about $1 a galley. It is a great thing for him. He has no cause to complain — he is doing business right.

The seller has a different view. He'll lose an account once in a while — printers are often bad pay — quite often. He has to edit the copy, read the proof, wrap the metal up for delivery, weigh it, and pay freight on its return — do all the work, for $1 a galley. I forgot to say that, of course, he pays some one to run the machine, and is supposed to get a living out of the business some way, and pay the notes coming due every month.

The buyer is all right — the seller is doing a noble and charitable act — he is aiding progress and the dissemination of news, literature and the arts — but his own coffers seem never to be overflowing.

Without a cost system it is easy to figure where the seller comes out. A $1,500 machine will set about 2,500 ems an hour — or one and one-half hours to a galley. Sometimes we hear about a galley an hour, but not on the average for a day's work. He gets about 70 cents an hour for his machine, and throws in all the rest of his work.

If the seller will take his total receipts from machine composition, then figure wages paid, time for wrapping, shipping, proofreading, cost of billing, bookkeeping and charge off bad debts, he will soon realize 25 cents a thousand is a long way from a profitable selling price.

I want to drive this right home to every man who sells machine composition — big or little — country or city:

You can not sell at a profit machine composition, eight-point, thirteen ems wide, at less than 40 cents a thousand, where there is less than ten thousand in one order.

There is not one single actual cost record that can be found that disproves the above. If this is true and you buy for less, you buy below cost, and if you sell for less you sell below cost. If you don't own a machine you can not put in a machine and produce it for less; if you own a machine now, you can not produce it for less.

A Small Printer Who Makes Money.

Think of a small printer running three job presses, who owns three automobiles, has money out at interest in three banks, compels a banker to give him the bank's printing or he'll withdraw his bank account, and draws a salary big enough to keep his family in a new $4,000 home (which is not all paid for, but is being paid in a building association), and in a city that is known for its low prices for printing! It sounds like a fairy-tale, and when first sprung on the writer he wanted to be shown. That was easy for the printer. About six years ago this printer started with a capital of $500 and a good bookkeeping system. He was one of the first to put in a cost system. He was a "business printer" and went after the price, sometimes not what it should have been, and sometimes a little "velvet."

His year ended January 1, 1911, and he figured he made seventeen per cent profit that year. As the ideal profit is twenty-five per cent, this printer is getting right up in line. The following is a condensed statement:

Total business for 1911	$10,916.13
Paper stock, ink, etc., used	4,194.86
Gross profit	$ 6,721.27
Total expenses	4,883.27
Net (real) profit	$ 1,838.00

Percentage of profit on $10,916.13 = 17 per cent.

A few months ago THE INLAND PRINTER published a statement where a printer made a real profit of $8.36. That printer has only been a "business printer" about a year. This city printer has been one a longer time, and knows the game better. He has prospered, but not any more than any other printer with the same equipment could, if he were a real "business printer."

A small plant with a cost system and run on business principles can make more money and pay as good a salary to the proprietor as many larger plants.

You couldn't sell this city printer a cylinder press or a "5,000 an hour" job press — and he has the cash to pay for it. He has seen the mistakes of others, and is going to take profitable work for his three presses and continue to make money.

This is an ideal for every small printer: Do not think of enlarging until you make your present plant pay you twenty per cent, and then be sure you are going to make a paying venture on what you do purchase.

It is easy to buy on time — but not so easy to make a profit on what you produce.

Of course this printer belongs to the Printers' Club of his city, attends all the meetings, and doesn't pretend to know it all. He wants to learn more so as to earn more. He's not a hermit.

Most Important Questions Confronting Printerdom

Under this heading, from time to time, THE INLAND PRINTER will present opinions of its readers, in an endeavor to concentrate thought upon the important problems which must be solved sooner or later in the general upward trend of the printing trades.

INCREASE THE EFFICIENCY OF WORKERS.

BY PHIL OSIFER.

PENDING the time, which we are assured is soon to arrive, when business for profits is to be abolished, and looking at things as they are, it would seem to some that a great need, at least — if not the greatest — of our trade is some method by which an employer may be enabled to judge, without an expensive series of experiments, of the value and capabilities of a proposed employee; also, from the other side of the shield, some method by which an ordinary, or even less than ordinary, workman may be helped to secure a decent living, and encouraged to better himself in the only proper way — by endeavoring to increase his ability.

The system credited in Masonic lore to good old King Solomon, by which the many thousands of workmen were graded into entered apprentices, fellow crafts and master workmen, with greater advancement beyond, and with the way to advancement open to all according to individual perseverance and endowment, may be legendary, but certainly it has many points to recommend it to modern notice.

The methods of some employers of establishing more or less worthy trade schools, where boys are rushed through the rudiments of some small department of the business, and form a reserve of cheap, nonunion labor, do not even begin to solve the problem, although all instruction is good. On the other hand, the methods of some local unions in forcing up the scale merely because it can be done, owing to some conditions of the labor market, can not bring about stable or settled conditions.

We have in Chicago (the really central business headquarters of the United States) a young institution which has done a great deal of real work in elevating the ideals and methods of a great many, both young and older, printers of the country — the I. T. U. Commission on Instruction in Printing. There can be no good reason why its influence should not continue to expand in the good work it is now doing, but it could be even more valuable if it were to be made the nucleus for a central authority (valuable to employer and employee alike) on the standing of workmen in the craft. No compulsion, legislation, or anything of that sort would be necessary. Men and employers, mutually satisfied, could continue as they are; but if a man were forced — as thousands are daily — to join the "army of the unemployed," it would be an immense help if he could take an examination and receive a rating, accurately placing his standing as a workman. Such matters as speed, care of materials, etc., could be ascertained through affidavits of foremen, fellow workmen, etc., and, as in the case of King Solomon's men, any one not satisfied with his rating would have an open field for improvement before him.

The matter of compensation would adjust itself, naturally. A man with a high rating could not be, and would not be, required to work at the same rate as one rated low (the injustice would be obvious), and the poor fellow who (owing to lack of training or opportunity, or, perhaps, in some cases, native ability) could not hope to secure a high rating would not be barred out of the shops in all but rush seasons, but might be allowed to work at a fair compensation to both sides of the bargain.

Incentive to improvement would be increased, justice to employers would be conserved, more settled employment to many deficient but otherwise entirely worthy men would be possible, and better pay for the ambitious and studious would be certain.

To a degree these results are attained without a system (as at present), but with a system, as suggested, in which all concerned might have confidence, they would be practically certain.

NEED MORE PRIDE IN OUR PRODUCT.

BY FRANK FESLER,
Editor the *Onlooker*, Foley, Alabama.

I AM not certain as to just what is the most important question confronting printerdom, but possibly the most important defect among printers is a lack of sufficient stiffness in the upper lip to demand and figure a proper percentage for overhead charges.

The greatest need in the country newspaper field, in my opinion, is a little more pride in the product, a realization that newspaper space is the proprietor's income, and sufficient courage to demand a price worthy of the hire.

Not all, but many, country editors have a woeful lack of faith in their own product, and as a consequence they are easily bluffed by the patent-medicine advertising man and the politicians in particular and the advertising public in general.

In my opinion it is time that they polish up their product to a point where they themselves will have extreme faith in it — in fact, until they themselves consider it the best rag in the field; then go out and impress the same opinion on others with a sufficient price attached to show the realness of the importance.

It costs but little more to turn out a newspaper with real snap and news in it than it does to turn out one of those indifferent affairs which ramble on, column after column, without really saying anything in particular, and the difference in the receipts — especially if you have a little snap about your prices as well as about the news — will far offset the difference in expense and soon help you build up a powerful medium.

Country editors, as a class, are almost slaves in their efforts to guard the welfare of their communities, and for this reason alone they should receive a worthy compensation, let alone their more practical effort of keeping the community in touch with the events of the week. So I can see no reason whatever why the country editor should be run down at the heel. In fact, in my opinion, he should be able to hold his head as high as the highest, should be worthy of his hire, and receive a hire worthy of his ability.

Now a few words on THE INLAND PRINTER. That it is *the* magazine of printerdom goes without saying, but is it not inclined to be a little too technical? Would it not be

more appreciated, especially by the country newspaper man and printer, if it got down to the old imposing-stone, country Campbell and 10 by 15 jobber a little oftener?

Of course we are all supposed to know the fundamentals, but in reality we don't. We undoubtedly should know all about news paper and newspaper ink, but do we? About letter-heads, envelopes, statements, and the despised little hand-dodger, but do we? Possibly we should know just what these things cost per job, etc., but do we?

I have known printers to use the ink just as it comes from the package to run their newspaper, whether it was wet or dry, hot or cold, heavy or light form, etc., and then cuss if the spread was not good.

I have had in my employ a supposedly first-class printer who ran all jobs, whether on hard or soft paper, light form or heavy, with the job ink as it came from the tube, and the job had to take the consequences. I do not think that these cases are extreme either.

So I believe a department under a heading, "What We Ought to Know," and addressed to offices that are compelled to stick to practical printing with a rather limited equipment would be highly appreciated.

STOP THE LEAKS.

BY J. E. MARSHALL,
of the Kansas Printing Company.

WE heartily approve of your effort to publish a "congress of ideas." We do not feel that we care to make the effort to write a letter for publication because of our innate modesty. It seems, however, to this writer that the most important question which concerns all printers (and is the one getting the least attention) is the question of "leaks."

The cost systems now so generally in use are very instructive, and can be made beneficial if the instruction is heeded. Our cost system shows us where the "leaks" are. If this is remedied and the "leaks" stopped we have benefited by the cost system. If the contrary is the case, we are out all the expense that our cost system has put us to.

There is nothing morally right in charging a customer "more" for his jobwork in order to reimburse for the aforesaid "leaks," and in the long run will be a disastrous solution of the big problem that is now being considered by all employing printers.

It seems to us that the correct thing to do is to stop the "leaks," and thus benefit the customer and injure no one.

COST-FINDING GIVEN FIRST PLACE.

BY E. L. GRIMES.

WHAT is the most important question confronting printerdom? I think the cost-finding discussion is of first importance, and next I would place a study of efficiency. To be sure, cost-finding is supposed to lead to greater efficiency. The idea has come to me at different times that it would be well for printers to visit one another's shop, enter the workrooms and see how the other fellow does things. The other fellow may be strong where you are weak or vice versa.

I do not favor driving the workmen, for a man has to have a reasonable amount of time in order to do decent work. But by a good shop layout and good methods of giving work out to the men, it could be made easy for the men to produce results.

How to steer clear of those that do not or can not pay their bills is mentioned last, but it is of first consequence. Could some one suggest a method of mutual insurance among printers of a city or locality against debts? If so it would be the duty of every printer to report the men who do not or can not pay their bills to an officer, who would keep records, and these records would be open to all contributing members.

These are crude suggestions, which probably can be worked out by some one who has given more thought to the questions covered.

THE GREATEST NEED OF PRINTERDOM.

BY A. J. BAUMANN.

THIS subject has been suggested to me by the editor of THE INLAND PRINTER as one upon which he would be pleased to receive expression of opinion, and, in accordance therewith, I submit my impressions.

It might not be considered that a printer on the western confines of this great continent would be in position to judge upon this subject with half the merit that his brother more centrally located in the East might do; but in answer to this argument, and as excuse for my article, I would state that in this day literature, in the shape of such able magazines as THE INLAND PRINTER, has done much for the dissemination of thought and ideas, and has made geographical lines of very little moment in the consideration of questions of vital import.

From the above it might be construed that I was going to elaborate upon some technical detail connected with the printing trade, wherein the East differed from the West. But in this there would be disappointment.

My opinion of the most important question affecting printerdom at present and the greatest need of printerdom is — as it always has been — STUDY. Christ said, "The poor ye have always with you." And so it is with this need of printerdom. There never has been and there never will be a time when study may be discontinued by those who wish to shine as able exponents of the art of printing. The printing profession is one of perpetual improvement and advancement, and they who would keep pace with this characteristic must be ever studious to the last degree.

Sir Joshua Reynolds, when asked, "With what do you mix your paints?" answered "With brains, sir." And it is with brains that the study of the needs and progress of printing must be undertaken. This study implies not alone the reading of technical journals, such as THE INLAND PRINTER, but also a study of the various ways of printers, especially those who have achieved distinction among the craft. Not that imitation should be attempted, but that a thorough knowledge of the latest developments of the art may be obtained, that the mind may be educated to a point where its best efforts will be aroused and the imagination and inventive genius be excited to the highest pitch. Then, in addition to this, there must be study of the detail and practical side of printing, for it is one thing to be a theoretical printer and quite another thing to be a practical printer — even as this will also apply to any other science or art.

And so I state, even at the risk of being charged with dealing in platitudes, that what is most required to-day in the printing profession is what always has been the need — STUDY. And should I be pressed for an opinion of what should follow study, I would reply: MORE STUDY.

THE MAIN POINT.

"I see," said Wiggles, "that Bobby Fancier and his wife have got a divorce."

"Really?" said Jiggles. "What a sad case. Who gets the custody of the poodle?" — *Harper's Weekly.*



Reproduced in four colors from nature by the Zeese-Wilkinson Co.,
New York city.

Newspaper Work

BY O. F. BYXBEE.

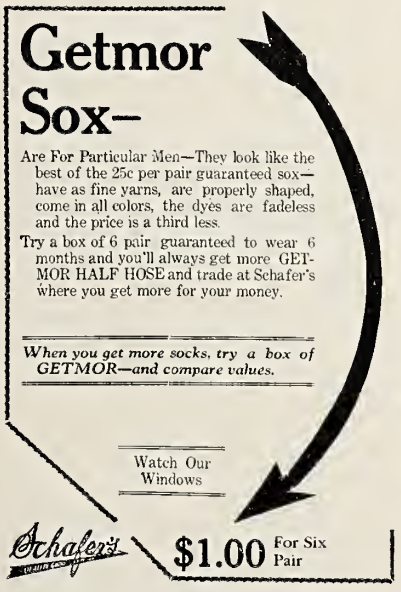
Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 34 Deferred.

It has been decided to defer Ad.-setting Contest No. 34 for two or three months. If announced now it would bring the close right in the midst of the hottest weather, when most ad.-compositors would have little inclination to do extra work in a contest. In the meantime I would like to receive suggestions for copy. Send some ad. that you have found particularly difficult to display, and let other compositors see what they can do with it. It is regretted that large ads. can not be used in the contests, but it would be too much of a task to handle so many thousand large sheets. The copy should not be larger than ten inches, three columns, and it would be better if it were about six inches, two columns, or even smaller. Let every compositor who is interested make a suggestion, and we are sure to have some problem among the many which will prove a most instructive one.

Successful Subscription Contest.

Notwithstanding severe weather conditions the Springfield (Mo.) *Leader* closed a most successful subscription contest about March 1 through which over five thousand new paid-in-advance subscribers were added to its list, averaging over twelve months each. During the closing week there were eighteen inches of snow on the ground, trains were stalled and rural routes out of operation; still the young women candidates worked unceasingly. The prizes offered included an automobile, player-pianos, diamond rings, gold watches and business-college courses. The circulation was increased from seven thousand to twelve thousand.



No. 1.

Pressboard cuts in advertising, from the *Herald*, Modesto, California.

Contest Adds Twenty-five Per Cent to Circulation.

Contests in subscription-getting continue to be used with profitable results. The Plainfield (N. J.) *Courier-News* has just completed a most successful European contest in which five young ladies are to be given a trip to Europe, with consolation prizes of trips to Washington for eleven others.



No. 2.

Pressboard cuts in advertising, from the *Herald*, Modesto, California.

Limitations of space making it necessary to reduce this specimen, the text is illegible. This is what Mr. Marsh says: "San Francisco, March 10, 1912. The Herald Publishing Company, Modesto, California. Gentlemen,— I enclose postoffice order for 50 cents to pay for my advertisement (C. A. 1002). The very fact of my receiving such a large number of answers to my advertisement, certainly proves the circulation of your paper. I was most agreeably surprised at the result. Yours truly, E. Marsh, So. 78 Second street."

The territory of the *Courier-News* was divided into five districts, and there was close competition in each district. Over four million votes were cast, and the circulation was increased from 5,147 to 6,300, almost twenty-five per cent.

Rate-card for a Weekly of Less Than One Thousand.

Here is a request for a rate-card that will probably fit the conditions of many publishers of weekly papers with circulations of less than one thousand:

THAMESVILLE, ONTARIO, April 15, 1912.

Mr. O. F. Byxbee, Inland Printer, Chicago:

DEAR SIR,— I have been watching THE INLAND PRINTER carefully for the past year for a rate-card suitable to my needs. The nearest to it was one published in the March number for Frank E. Philpott, of Clendenin, West Virginia, but this is still a trifle too high. I want a card for a circulation of eight hundred. I raised my rates at the beginning of the year from $50 to $60 for a column on yearly contract, $26 to $35 for a half-column, $14 to $20 for a quarter (five inches). This is as high as I can get, and at these prices I lost considerable advertising. I want to grade down from them. For one inch, one insertion, I charge 25 cents; for full page, one insertion, $10, two insertions, $16. I would

like a rate-card graded like Mr. Philpott's; also rates for foreign advertising on space contracts.

Thanking you in anticipation of your kindness in the matter, I am,

Sincerely yours, W. R. DAVIES.

There is a price point below which it is practically impossible to publish advertising at a profit, no matter how small the circulation may be. If a publisher can not get circulation enough to command this price, then it will be better for him to look for another field. The *Herald* with its circulation of eight hundred is in a position to charge the prices shown in the card below, and when it succeeds in getting its circulation up to or above the one-thousand mark it should be able to increase its rates again, and should command the prices indicated in THE INLAND PRINTER for March. This card is designed for papers of less than one thousand circulation:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1 inch	$ .25	$ .45	$ .65	$ .85	$ 2.25	$ 3.90	$ 6.75
2 inches	.45	.85	1.20	1.55	3.90	6.75	11.25
3 "	.65	1.20	1.70	2.10	5.35	9.05	15.00
4 "	.85	1.55	2.10	2.65	6.75	11.25	18.50
5 "	1.05	1.85	2.50	3.15	7.90	13.25	22.00
6 "	1.20	2.10	2.90	3.65	9.05	15.00	25.00
8 "	1.55	2.65	3.65	4.55	11.25	18.50	31.00
10 "	1.85	3.15	4.35	5.45	13.25	22.00	36.00
20 "	3.15	5.45	7.45	9.25	22.00	36.00	59.00

Open-space contracts:

50 inches and less than 100 inches	$0.13
100 inches and less than 250 inches	.11
250 inches and less than 500 inches	.08½
500 inches and less than 1,000 inches	.07
1,000 inches and over	.06

A Curious Rate-card.

Something very unusual in an advertising rate-card is used by the *Gray County Beacon*, Cimarron, Kansas. It



No. 3.

Pressboard cuts in advertising, from the *Herald*, Modesto, California.

does not use a tabulated form, but publishes the following paragraphs at the head of its editorial page:

We deem that the old system of charging one price to all advertisers in the paper, whether they be on the front, back or inside pages, is as unjust as granting rebates. We have inaugurated a new system, as follows: *The best positions cost the most, but bring the biggest returns.*

Inside-page advertising, one-fourth page or less, 10 cents per column inch. Between one-fourth and one-half page, 9 cents per column inch. Between one-half and one page, 8 cents per column inch. Back-page advertising, one-fourth page or less, 12½ cents per column inch. Between one-fourth and one-half page, 11¼ cents per column inch. Between one-half and one page, 10 cents per column inch. Front-page advertising: On the front page we will encourage advertising up to one-half page, but more than that we will discourage by increasing the rate. One-fourth page or less, 15 cents per column inch. Between one-fourth and one-half page, 12½ cents per column inch. ADS. LARGER THAN ONE-HALF PAGE, 25 CENTS PER COLUMN INCH.

Easter and Automobile Edition.

One of the best special issues for a town of 2,500 that I have seen for a long time comes from the Gibson (Ill.)



No. 4.

Full-page ad. from the Hillsboro (Ill.) *Journal*. Set by two men in forty-five minutes.

Courier. It is a "Special Easter and Automobile Edition" — rather an unusual combination, but this is no detriment



No. 5.

Bank ad. from the Plano (Tex.) *Star-Courier*.

to the quality of the work. There were twenty-four seven-column pages, printed two pages at a time on an excellent quality of supercalendered stock with good ink. The adver-

tising soliciting, which was all done in a week, was most successful, there being no less than seven full-page automobile ads. The mechanical work was all accomplished in a week, and the paper issued on time — a good record for a small town.

Silver Anniversary Edition.

The Garland (Tex.) *News* was twenty-five years old last month and celebrated the occasion by publishing a "Silver Anniversary Edition," consisting of ninety-six pages and cover, side-stitched and trimmed. The pages



No. 6.
From the Uvalde (Tex.) *Leader-News.*

were the same size as those of THE INLAND PRINTER, and it made a very attractive magazine. It was profusely illustrated and had a liberal advertising patronage.

Other Special Issues.

The "Industrial Edition" of the Chicago Heights (Ill.) *Star* was a very creditable number. It was published in four sections of eight seven-column pages each, printed on a fine quality of paper, and profusely illustrated. The presswork, particularly on the half-tones, was exceptionally good. The *Coos Bay Times*, Marshfield, Oregon, recently published a special issue of forty six-column pages and cover, that was industrial in nature. It depicted the growth and industries of Coos Bay and vicinity in a striking manner. Still another similar special number is the



No. 8.
From the Uvalde (Tex.) *Leader-News.*

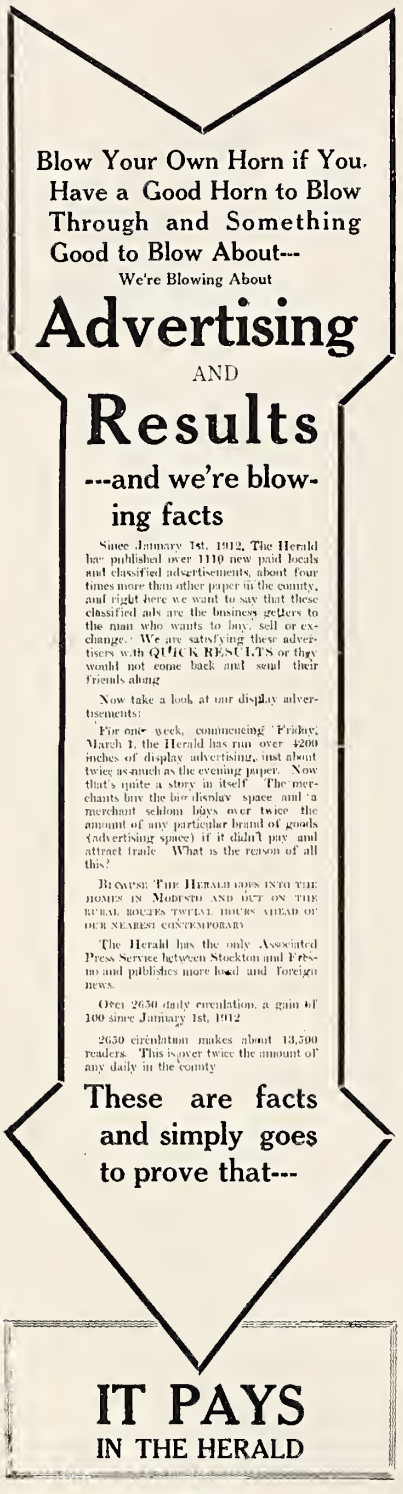
"Progress and Prosperity Edition" of the Riverside (Cal.) *Daily Press*. This consisted of twenty-eight seven-column pages, and gave much prominence to the fact that River-



No. 7.
From the Uvalde (Tex.) *Leader-News.*

side was a city of industries and homes. All these special issues indicate that much time and thought were expended in their preparation, and the advertising which appears in each shows that they were profitable ventures. Wide-awake business men are always willing to help along any-

thing that helps boost the home town, and the publisher who really gets up something out of the ordinary can usually count on a liberal advertising patronage.



No. 9.

Three-column ad. from the Modesto (Cal.) *Herald.*

Experimenting with Pressboard Cuts.

Alfred Steinman, ad.-man on the Modesto (Cal.) *Herald,* has been experimenting with pressboard cuts for his advertisers. He had been reading in The Inland Printer of the use of pressboard for tint-blocks, and concluded that rough cuts could be made and used to advantage in some of the larger ads. in his paper. He sends a number of specimens of his work, three of which are shown herewith (Nos. 1, 2, 3).

Unusual First Page.

Good first-page arrangements always make an interesting study, and the papers which devote a little thought to this subject are making a commendable use of their time. The first page of the *Lehigh Valley Argus,* Lehigh, Iowa, reproduced herewith, is rather unusual. The two headings


Lehigh Valley Argus.

VOL. XXXI LEHIGH, IOWA, THURSDAY, APRIL 11 1912 No. 30

Old Settler Passes Away

Sites Goes Lived on Same Farm Fifty-nine Years

FUNERAL ON SATURDAY

RIOTOUS MOB RULES FT. DODGE

Saloons Are Closed—Fights Are Numerous

THE OFFICIALS ARE LAX

Lehigh Puts On Eases Attire

City Cleans Up The Streets

BREAK ALL THE RECORDS

Street Commissioner's Murphy Goes Ahead with Vim

WORK IN HARMONY

Third Division of Kensington Club Entertains Friends

TRULY UNIQUE PROGRAM

PETERSON'S CARTOONS

Are a Regular Feature at The Argus

Paint and Wall Paper

Quality
Quanity
Price
Variety

All are Right at the

RED CROSS DRUG STORE

on either side of the cartoon are not often used in this way, and while there is nothing particularly objectionable in the arrangement, both would have appeared to better advantage if the smaller headings had been run farther down in the page. The lines in the first part of the principal heading should all be a little longer. The *Argus* does not usually have advertising on the first page, and when this is run on the inside the arrangement is better.

Good Ad.-display.

On account of the large amount of space devoted last month to a report of the result of Ad.-setting Contest No. 33, all ad. criticisms were deferred. This has meant an accumulation of ads., "good, bad and indifferent," that might almost be termed alarming. The question of rapid composition is brought up again, this time by the Hillsboro (Ill.) *Journal.* No. 4 was set in the office of the *Journal* by two men in forty-five minutes. This was very good time, and the ad. is a creditable one, but with the expenditure of a little more time and thought it could have been materially improved. The cut at the top should have been mortised to allow better display for the top line, and this would also have avoided abbreviating "Tuesday." The three lines starting "Separate Coats" should have been brought out a

little stronger to have afforded better contrast with the body matter. The matter underneath the three cuts might have been smaller, and this would have allowed the giving of more prominence to the last two paragraphs. Criticism is requested of No. 5 by Will F. Jackson, of the Plano (Texas) *Star-Courier*. This is a neat arrangement for a bank ad. and really deserves commendation rather than criticism. The top line is a little out of center, top and bottom, as evidently no allowance was made for the shoulder. This line would also have looked better with a little more space between the words. A little more space around the body of the ad. was advisable. The display lines might be left as they are, as they would stand out all the better by contrast. A large package of ads. was sent by W. Dickson, of the Uvalde (Tex.) *Leader-News*. All of Mr. Dickson's work is commendable and I am reproducing three of his ads. (Nos. 6, 7, 8). The first of these is exceptional in its arrangement, is well balanced and has good contrast. The same comment also applies to the other two ads., although No. 7 is crowded at the bottom. This ad., however, shows the display lines about the cut well placed, although it was necessary to mortise the cut to do so. No. 8 had only a few words, and could easily have been set in a much less attractive manner. The bringing out of "Paints" so strongly is what saved it, and the use of the secondary panel also helped. Another large package of ads. comes from Alfred Steinman, of the Modesto (Cal.) *Herald*, whose work has received favorable comment on several occasions in this department. Mr. Steinman appears to be filled with original ideas, and if space would permit I would like to show a number of his ads. No. 9 in the original was three full columns, and made an ad. which could not be overlooked. I. G. Jackson, foreman of the Harrodsburg (Ky.) *Leader*, sends a large ad. that shows much careful planning. The quotation from Riley was too large, and the underscoring of the principal display lines made too much rulework. Several ads. were sent by W. W. Preston, foreman of the Lynch (Neb.) *Journal*. Mr. Preston's work shows commendable care, the greatest fault being a tendency to sameness.

Not the Ordinary Editorial Page.

J. B. Miller, publisher of the Bucklin (Kan.) *Banner*, in an effort "to get away from the ordinary" in the arrangement of his editorial page, is using the form reproduced herewith. He says that he is being criticized, several printers expressing the opinion that the page was a "typographical monstrosity." This arrangement is being used by a number of papers which, like Mr. Miller, are trying to get away from the ordinary. It gives a distinction to the editorial utterances which they deserve, or at least should deserve.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Doddridge County Republican, West Union, West Virginia.— Two more headings the size of "Local and Personal News" would improve the first page of the *Republican*. Aside from this, there is nothing about your paper to criticize. It is neatly arranged and ad. display is good.

Oxnard (Cal.) *Review*.— Your first page is well balanced and very striking. It pays to put good, strong headings on big local stories and I am glad to see that you appreciate this. Ads. are well displayed, but your presswork is not as good as it should be. A little more ink and impression would be an improvement.

Amorita (Okla.) *Herald*.— You are getting out a very good paper for a boy only twenty years of age. With a little study you can improve your presswork, as both color and impression are uneven. The box heading, "Circuit Court," in the center column of your first page, is a good plan, but you should have more prominent heads in your first and fifth columns. The rule between the title and date line should be a light-faced parallel rule.

Cottage Grove (Ore.) *Sentinel*.— Aside from the two or three columns under the heading "Tales of the Town," in which news, paid readers and display ads. are run together, your paper is one of the neatest and best arranged received in many months. Why not eliminate the news items from this department entirely?



Editorial page of the Bucklin *Banner*, Bucklin, Kansas.

Mancelona (Mich.) *Herald*.— Your paper is exceptionally neat and it is evident that great care is taken with the make-up and ad. display. More prominent heads at the tops of a couple of the first-page columns would be an improvement. You should avoid running illustrations side by side in adjoining columns, as was done in the issue of March 14.

Caldwell (N. J.) *News*.— Your paper is another which is commendable from almost every point of view. It is full of news, has an attractive first page and is well arranged throughout. It is too bad that you are obliged to run eight-point plate matter on pages with ten-point type — this is the only thing that detracts from the neatness of the *News*.

Lynch (Neb.) *Journal*.— If you run your short local items on your first page every week, you should have a good, strong box heading over the first two columns. Try and keep both color and impression even and you will have a good-looking paper, as the ads. are nicely displayed. There are many much better ads. in the *Journal* than those you sent for criticism.

Rochester (Ind.) *Sentinel*.— You are publishing a very newsy paper, well arranged, and the ad. display is good. The new display head, with the extra line, is a big improvement. You need a new title and new rules at the top of your first page, and there is too much space between the rules. I note that you give greater prominence in the date line to the town than to the date — if there is any distinction it should be the other way around.

Clendenin (W. Va.) *News*.— Your first issue is gotten up in attractive shape, but I don't think you should have devoted a whole page to your own advertising. If you could have filled this page with reading matter it would have made a better impression on both readers and prospective advertisers. A light-faced parallel rule between the title and date line would be better, but aside from this there is apparently nothing about the arrangement that could be criticized.

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Oily Distributor-screws.

A correspondent writes as follows: "Your letter of instructions to me regarding the dropping of the matrices on our No. 2 machine was of great value. The elimination of the oil solved the problem, and now I have no trouble. I cleaned the matrices, magazines and everything that came in contact with the matrices, and the machine is running smoothly. Before this treatment the touch of the machine would change and interfere greatly with both speed and clean proofs."

Weak Pot-lever Spring.

An Indiana operator writes: "Having always been benefited when asking for information from your department, I feel sure you can help me in the following inquiry, which, on the face of the proposition, seems very simple. The trouble is this: On every line cast there will be a very thin sheet of metal both at the top and bottom of the slug, projecting from each edge about twelve or fourteen points and running the full length of the line. This is in front of the mold, of course, on the matrix side. Aside from this one little defect the machine is running splendidly. I have done everything I know of to remedy the defect, but have been unsuccessful. Kindly let me hear from you at once."

Answer.— We believe you can remedy the trouble by applying a new pot-lever spring if you find the one in present use is weak or broken. Probably by increasing the stress of this spring it will help matters temporarily.

Plunger Sticks.

A Kansas operator writes: "The trouble that I have on a new No. 5 is with the plunger; have to take it out and clean it three or four times a day or it sticks in the well. Cleaned out the pot and used clean metal, but I seem to be up against it when it comes to finding a remedy. It just sticks around the top; if I take the pin out and push the plunger down it works easy, but can't pull it out unless I use lots of force."

Answer.— In regard to the plunger sticking near the top of the well, probably an examination will reveal a bruise at this place. Dip out the metal so that an inch of the well is exposed, and make a critical examination of the inner part, especially near the top. If no bruises are noted, try fitting the plunger and see if you can discover the cause of the binding. It may be due to a deposit of oxid. If this is the case, a rotary wire well-brush will be the proper thing for cleaning it. On several occasions we have seen the necessity of grinding in a plunger with emery. This is done by using oil and fine emery on the plunger and placing it in the well a determined depth and rotating the plunger-rod by putting a long pin through one of the holes or using pliers on it. Procure a fruit-can or any similar vessel and place therein a quantity of mutton-tallow. To this add about two tablespoonfuls of graphite. After cleansing the plunger, which will be hot, place it in this mixture and rotate it, and then put the plunger in the well. This treatment will tend shortly to overcome the troubles you are having. Occasionally place a piece of tallow in the well with a small amount of graphite, which will make the plunger work smoother.

Wear on Pot-pump Lever-cam.

A California operator writes: "Your reply to my queries received and the suggestions in regard to disk coming up against washer on locking-stud and vise-automatic worked out fine. Your suggestion in regard to the slugs sticking in mold I had already adopted, but your statement that the trouble was due to spongy conditions of slug put me on the right track. I discovered that the plunger extended below the hole inside of well when machine was in normal position. It seems strange, as there is only the one original hole in plunger-rod, and evidently this condition has obtained since the machine came from the factory — about ten years ago. It does not seem probable that the plunger-lever roller-cam could wear down that much. However, another hole in the rod one-half inch farther down cured the matter. I had already fixed the vise-automatic by inserting a piece in the rod where it came in contact with the short lever, which secured the same result as bending the rod, but I wished to know if there were a better way. I have filed the inserted block down to the original surface and bent the rod as you suggested, which is much more simple. I find the Machine Composition department of great value to me."

Molds and Mold-disk.

A Canadian operator writes: "(1) Having on a previous occasion had the opportunity to appreciate your valuable consideration toward me in giving information that I required in regard to linotype operation, I ask you once more what I should do in this particular case. When casting lines of from ten-point to fourteen-point or more the slugs come out through the trimming-knives perfectly true at all parts from thirteen ems to thirty ems. The thickness is also perfectly true at top and bottom. But (and this is the particular point) when casting six-point or eight-point the slug is true at both ends while at the bottom it is two thousandths low. What is the cause? (2) Another trouble is with the disk. When working on one mold, which I will call the ten-point mold, the disk works very tightly and it has caused me worry because of its not revolving properly, as when the slug is about to be ejected the dowels sometimes do not connect or else do it with a jerk or noise. On the other hand, if I turn the disk and work on the other mold, which I will call the twelve-point, it works most satisfactorily. I have endeavored to find the

difference in the case, without available success. I have cleaned, brushed and scraped the two molds thoroughly. There is no metal on them or on the disk anywhere."

Answer.—(1) In regard to the variation in slug thickness, you should have sent a slug for examination, as without it we are unable to give you any definite information as to the cause of the trouble. Send a slug that is correct and one that is incorrect in measurement. Besides this, let us know how many molds in your disk and whether they are standard or universal. Also, let us know if you have an adjustable knife-block. (2) In regard to the mold-disk bushing not aligning with the studs on different occasions, you should first give attention to the brake and set it so the disk will stop without unnecessary vibration. The next thing to receive attention is the disk. It should be made to work freely when revolved by hand. See that there is no metal under the ejector-guide and that the mold-guards do not rub on the mold-slide. This sometimes occurs when they are warped. Next determine the amount of play between the square pinion and the cam-shoes. Here there should be just a contact and no great amount of clearance when the disk comes to a stop. Set the shoes in if too much play is found. This is done by removing the cam-shoe screws and turning in on the bushings.

Slug-trimming Knives.

A Tennessee operator writes: "I am having considerable trouble in getting my knives properly adjusted, especially the left-hand knife. I understand this knife has been giving more or less trouble, ever since the machine was put in. I am sending, under separate cover, a sample of slugs. You will notice the knives trim the middle and not the ends on the wide slugs, while on thirteen-em ten-point slugs the knives trim the entire back. On eight-point thirteen-em slugs the knife scarcely touches at all. These slugs were made in immediate succession. After running for some time on a thirteen-em ten-point slug the knife seems to recede, not trimming at all. I have examined everything that I thought could cause the trouble, but can find nothing wrong. The bolts that hold the knife are as tight as I can possibly get them."

Answer.— The trouble you are having may be induced by dull trimming-knives and also by having worn locking-studs and bushings. We suggest that you remove your mold and wipe the disk and base of mold where it bears on the lower side of mold-slot. Return the mold to the disk. Bring the banking-screws to a bearing and then tighten the mold-cap screws, finally bringing the mold banking-screws up as tight as you can. Remove the left knife and its spring and place the edge of the knife on a straight-edge and see if its cutting surface is straight and without a bow, as the trimming of the large slugs suggests. If the knife has a bow or is dull, it should be sent to the Mergenthaler Company for regrinding. Both knives should be ground at the same time. If the cutting edge is not curved, the knife may be put in place and gradually brought to a position to take off the minimum of overhang on the slug. If after a number of slugs are cut the knife appears to have slipped, examine the locking-studs for appearances of wear. Also note if the mold-disk gives a second movement forward at ejection of the slug. The disk should remain stationary when it goes on the locking-studs to eject the slug, and must not make an additional movement when the ejector-blade strikes the slug. If it makes this abnormal movement you may build up the washer on the right stud (if there is one there) or apply a few thin pieces of brass rule under the locking-stud block to compensate for the lack of a firm bearing of the disk. After this is done the disk will have but one movement forward for ejecting of the slugs. Following this operation, it may be necessary to readjust your knives.

Recent Patents on Composing Machinery.

Typograph.— R. Thomas, Charlottenburg, Germany. Filed May 16, 1910. Issued April 23, 1912. No. 1,024,296.

Monotype Stop-bar.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed August 8, 1911. Issued April 30, 1912. No. 1,024,491.

Type-assembling Mechanism.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed August 12, 1911. Issued April 30, 1912. No. 1,024,492.

Justifying Mechanism.— R. C. Elliott, London, Eng., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed September 30, 1908. Issued April 30, 1912. No. 1,024,503.

Short-type Mold.— A. L. Knight and W. N. Clements, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed December 4, 1911. Issued April 30, 1912. No. 1,024,512.

Monotype Pump Lock-out.— B. Leffingwell, Clifton, Pa., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed June 30, 1911. Issued April 30, 1912. No. 1,024,514.

Monotype Die-case Mechanism.— F. H. Pierpont, Horley, Eng., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed August 6, 1910. Issued April 30, 1912. No. 1,024,524.



"An Old-style Type."
Design by Paul Kuhn, Munich, in *Buchdrucker-Woche.*

BOTH OF THEM WERE PUZZLED.

Willard S. Straight, of the Morgan banking house, said in a recent letter from Pekin:

"The things that puzzle and perplex us in the Chinese become, on closer knowledge, simple, and so, no doubt, do we perplex and puzzle the Chinaman till he gets to know us better.

"It is like a mandarin from the far interior who dined with me the other evening. In his honor the dinner was Chinese. One course consisted of eggs apparently quite whole, yet within them was a delicate salad of mushrooms, lettuce, nuts and mustard.

"'It puzzles me,' I said to the mandarin, 'how all these things are put inside a whole egg.'

"My guest took up an uncut magazine from a table.

"'But it puzzles me still more,' he said, peering between the leaves, 'how you manage to put printing in here!'"— *New York Sun.*

JARRED HIM.

Hostess (pairing off the guests)— "Mr. Parvenu, you will please take Miss Gumwell out to dinner."

Parvenu — "Eh! Why I thought you were havin' the dinner here in the house."— *Boston Transcript.*

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Preservation of Magazine Articles.

Almost every one who reads, nowadays, is interested in some particular magazine or periodical for entertainment, or for general or specific information. The various numbers of the different magazines are made up of much matter that is of fugitive value — some that is of more than passing interest and some that is replete with information that we would not get otherwise. This may be in the nature of a " kink " formulæ, or short treatise on a scientific or technical subject, or it may be a full description of practical experiments covering novel features of human endeavor, making several instalments. Sometimes we find more than one writer elucidating the same subject from different angles. Matter of this kind is what we would like to keep for future reference in some form easy of access, the moment we need it. Preserving periodicals in their original shape is impractical, and binding them into yearly or half-yearly volumes is expensive and does not serve the purpose, because we have then to look through the volume — perhaps several volumes — for the items or instalments. Then, too, bound magazines accumulate too fast and fill up valuable space.

The only way to keep such matter for reference is to cut out the desired item, article or articles, and put each as a whole into a paper cover marked on the outside, in ink, with the name of the subject and its source.

The majority of magazines are side wire-stitched, with glued-on cover. These should be torn off and the wire staples pulled out. The sections can then be separated by bending one end of the back, first to one side, then to the other. This breaks the gluing and exposes the individual sheets so that they can be removed in rotation by laying the book down front side up, picking the top section up at the head, turning it over toward the left and pulling it from each end, until it breaks off the book. This method is also followed in taking apart books that have been sewed; but in this case a knife should be kept handy for use in cutting the threads that hold one section to the other. After separating the sections there will be a ridge of dry glue on each side of the back of each sheet. This must be scraped off with the edge of a dull knife. When all the sections have been cleaned they should be placed in their regular order. The article desired is then taken out by splitting off the leaves in front and back of it. If the heading of the article starts at the top of a right-hand page, so much the better. It then becomes a title-page. If it begins on a left-hand page, something irrelevant to it will be printed on the preceding page. This should be crossed out lightly with a lead-pencil. If the page is divided between the ending of something that we do not want and the beginning of that which we desire to keep, the one not wanted may be crossed off. If, on the other hand, a poem or an illustration or other item that is complete in itself occupies part of the page with either the beginning or ending of the article that we want, this may be left in, as it will not mar the contents of the whole when finished.

It would not look well to have a crossed-out page or parts of pages, or the word " continued " or scattered page-numbers interspersed here and there throughout the collection. Therefore it is best to erase the numbers and " continued " with a sharp knife. There are always enough illustrations and short " fillers " that can be used to paste over the crossed-out matter.

The method of binding such matter, of course, will depend on the use that the collector desires to make of it. Old books already bound, bearing on the same subjects, may be brought up to date by incorporating new matter. Encyclopedic articles may be made more thoroughgoing by the same means. Whole collections of articles on kindred subjects may be whip-stitched and bound into volumes for the book-shelves, and single papers can be put into paper covers. To further illustrate this system of collection it may be permissible to describe the writer's experiments along these lines.

From complete sets of Scribner's and Harper's magazines, up to 1898, a set of books was made comprising ten volumes. The contents of the different volumes run as follows:

Artists and Their Work.
Cathedrals and Chateaux.
A History of Lincoln.
Siberia and Palestine (George Kennan).
South America, As Seen by Curtis and Ruehl.
Ante-bellum Days, Frontier Life and Plainsmen.
India and China.
Islands and Islanders.
The Storehouses of the World's National Resources.
Away from the Beaten Paths.

From technical periodicals and catalogues, volumes have been prepared on Electricity; Cement; Glue and Adhesives; Inks, Colors and Stains for Wood, Glass, Paper and Metals; Paper; Glass; Metals; Iron and Steel; Minerals and Precious Stones; Jewelry, Ancient and Modern; Forestry and Woodwork; Enamels; Leather; Carpets, Rugs and Textiles.

The encyclopedia has been brought up-to-date on the following articles: Aeroplanes, Blowpipes, Furnaces, Engraving, Acetylene, Radio-activity, Carborundum, Bookbinding.

The histories of Norway, Spain, Portugal, China, Mexico, Central and South America, Turkey and Japan have also been augmented by the articles giving the most succinct accounts of the changes effected.

Single papers on various subjects were put in covers and filed in alphabetical order.

This method is far superior to " scrap-book " collections, both in appearance and usefulness.

The neatest way to bind in a few leaves or sections into a paper cover is to cut the cover large enough to project one inch on each side of the front when wrapped around. The next operation is to jog the leaves even at the back and lay them down on the cover one inch from the front; then the front cover is drawn over the back and rubbed down against it. This will crease the cover in two places in the center for the back to fit into. The cover should be folded in these creases so as to make the back well defined. The leaves should then be inserted and fastened into the cover by sewing, stitching, punching and lacing, or stapling through cover and leaves about one-quarter of an inch from the back. The cover should then be folded out on each side one-half inch from the back and pasted or glued down over onto the fasteners or sewing. When this has dried the covers should again be folded, this time in over the book and even with the back. This will bring the cover to the front and even with it. By this method the leaves hinge or turn against a stub of the cover and the cover hinges at the back without straining the leaves. Furthermore, the stitching is permanently covered, which gives to it a good, clean appearance. The edges may be trimmed off with a knife and ruler or they may be left rough, with the cover cut even with the largest leaf.



Suggestion for an invitation to an exhibition of art bookbindings. From the *Buchdrucker-Woche*, Berlin.

SENATE PASSES BILL CUTTING PRINTING EXPENSES.

The Senate on April 9 passed the bill revising the printing laws, thereby achieving, it is estimated, a saving of more than $600,000 a year and increasing the efficiency of the Government Printing Office. The law governing the printing of public and Congress documents has long been recognized as defective. The printing investigation commission found the laxity and incompleteness of the printing laws were chiefly the cause of the abuses that have grown up in this field. It was to overcome these defects that the bill passed by the Senate was framed. It makes several minor changes in the conduct of the printing-office, centralizes responsibility and provides an adequate auditing system.

An amendment was added to the bill authorizing the distribution of the *Congressional Record* up to one hundred thousand copies and fixing the subscription price at 50 cents a month, or $2 for the long session and $1 for the short session. This was a modification of Senator Heyburn's proposal to print a million copies and to fix the subscription price at $1 a year, in order that the public might have an opportunity to read the speeches delivered in Congress. The adoption of the Heyburn amendment would have required new buildings and new presses and would have cost many millions of dollars a year. It was estimated that ten carloads of paper would have been required daily for the million copies. The present circulation of the *Record* is about thirty-six thousand copies.—*The Paper Mill.*

Written for THE INLAND PRINTER.

THE PRINTER.

BY GALLEY SLAVE.

I've often heard the folks remark,
When visitin' our place,
That printers was the wickedest
Of all the human race.
Then they'd begin and sling the waps
About the printer chaps,
Until I'd feel I'd like to lam
An ink-can on their maps.

They'd talk about the cussin',
And printers' reckless ways;
How they'd scatter all their earnin's,
Savin' none for rainy days.
But I only wish those knockers
Could hear some printers chin;
I reckon, then, they'd change their minds
About the wasted tin.

One day, when we was off fer lunch,
I heard a feller say:
" Hi, Jim! where did you spend last night?
Why did you stay away?"
And then the other guy replied:
" Well, Tom, you understand,
I heard that old Joe Brown was sick
And couldn't move a hand.

" So I called in to cheer him up
And chat with him awhile,
To see if on his poor, old face
I couldn't raise a smile.
Then when I left I went down-town
To tell the boys of Joe —
They 'lowed they'd try and see him ere
He left this world below."

The other guy, he thought awhile,
And then he says to Jim:
" I guess we'd better start a purse
And send it out to him —
Poor beggar needs it for his kids —
He's had a losin' fight.
And, Jim! if you'll collect that purse
I'll take it out to-night."

I tell you, that fer fellership,
And all that sort of dope,
There's nothin' beats a printin'-man
To give you help and hope.
He'll stick to you 'till you cash in,
And when at last you're dead,
He cheers, and helps, your widowed wife
To earn the children's bread.

Yes, he might be sort of reckless,
And nearly always broke;
But I want a printer by me
When I lie down to croak.
And when at last I'm on the road
That leads no man knows where,
Why, let me off where printers stop —
I'll hang my hat up there.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Cleaning the Hands After Work.

"Photographer," Boston, sends a photograph of the etcher's hands in his shop, and asks advice as to what can be done for them.

Answer.— The picture is an admirable piece of photographic work, for it shows every detail in the skin on the back of one hand and the palm of the other, and it is evidently a case of bichromate poisoning in chapped hands with abnormally rough skin. It is a case for a physician. Most of this trouble might be avoided by proper care in cleaning the hands after work. In a most important plant in New York the vilest of common soap and coarse cutting sand are supplied the men to clean their hands, which is all wrong. In order to get bichromate or other poisons or stains through the skin, no better plan could be adopted than to fill the skin full of scratches. Several ways of keeping the processworkers' hands in good condition have been given in this department. The following method of removing dirt looks reasonable, and is taken from the *American Photo-Engraver:* Dissolve two packages of pearline in half a pail of water, pour in five ounces of glycerin and then stir in five pounds of powdered pumice-stone. Add more water if needed to secure a pasty consistency to the mass. The glycerin will prevent the mixture from hardening, and if desired some rosewater or other perfume can be added to give it a pleasant smell.

Labor-saving Must Follow Cost System.

The writer was requested recently to visit a plant and report if anything could be done to reduce the cost of the product, as it was found through the introduction of a cost system that the plant was not making money. In fact, through depreciation of plant, and figuring interest on the investment, it was feared that the fall would show a deficit, especially if business should be dull during the summer months.

The plant was a new one. The proprietors were experienced men, but the premises they occupied were entirely too large for their use; they had spread themselves all over it, so that the distances were in all cases too great. The cameras were too far from the darkrooms. Then the cameras were all too large, so that the operator was obliged to carry a large plateholder and screen back and forth a long distance to make a minimum negative. Getting cameras, lenses, screens and printing-frames too large is a mistake made by many at the beginning. They are practically equipped for only the largest plate, which they might get once a month. And few get themselves an 8 by 10 camera, lens and screen, on which more than half the work that goes through a shop could be made. There is so much economy in a small camera that it will pay for itself in a short time. In this new plant the switch to turn off and on the lights was not placed conveniently. The water-taps lacked screw-threads to attach strainers to prevent splash and save dirt particles from tearing holes in the film. The sinks were without "splash-boards"; the darkrooms were not light-tight, and so on — it would take a book to record all the labor and money saving improvements necessary in this particular new plant. This brings the suggestion that, following the cost system, photoengravers need an efficiency engineer to show how money can be saved, not only through the proper layout of the plant, but by securing economic tools with which to work.

Women as Photoengravers.

From Palatine, Illinois, comes a letter from a young woman, in part as follows: "Will you be kind enough to answer a few questions from an interested reader of your magazine? What chance is there for a woman to succeed in the work of photoengraving and colorwork? What is the average salary of a fairly successful engraver? Is there a demand for these workers, or is the field already overfull?"

Answer.— There were at least five women photoengravers at work in New York a few years ago. Now there is but one. It would seem that as soon as a woman earns enough to get married she gives up photoengraving. As to the wages paid, in Chicago seventeen firms found the average in the lesser branches of photoengraving to be $21.75 a week, while in the higher skilled branches the average wage paid was $33.66 a week. As to whether there already are enough workmen depends on the point of view. The man looking for work thinks there are too many, while the employer looking for workers thinks there are too few. For further information, write Matthew Woll, president of the International Photoengravers' Union, 6111 Bishop street, Chicago.

Half-tone Screen on Dry-plate Film.

A. de Betancourt, Havana, Cuba, writes to inquire if a patent has been granted in this country for printing a half-tone screen on the film of a dry plate. He thinks that if a screen were printed in a red aniline dye on a process dry plate, that the screen would wash away in the development, and such a plate would find a market among amateur photographers who want occasionally to make a half-tone illustration.

Answer.— It may be that such a screen is patented in the United States. But it would be impracticable because an air space is required between the screen and sensitive film to secure the gradations in the half-tone dots. If you will turn to *Penrose's Process Annual* for 1910-11, pages 89, 90, 91, you will find what you are looking for. It is called "Palmertype," the invention of W. H. Palmer, of England. Mr. Palmer printed a half-tone screen on the

glass side of a dry plate. This plate was exposed glass side toward the view or object to be copied, and is an entirely practicable way of securing gradations provided different thicknesses of glass are used, according to the camera extension and the pitch of the screen. For instance, for fine screens the dry plate would be of thin glass, and for coarse screens thick glass would be used. These would have to vary still further to accommodate the camera extension. In this department of the April number you will find a detailed account of "Palmertype."

Photoengravers to Enjoy Boston Hospitality.

Even the Mayor of Boston — the Hon. John F. Fitzgerald — has written a letter to the members of the International Association of Photoengravers urging them to come to Boston on June 10, 11 and 12. His letter closes with this sentence: "The tradition of hospitality is a second nature with all true Bostonians, and the officials of the city only reflect the spirit of the people in bidding all visitors a hearty welcome."

L. B. Folsom, chairman of the Committee on Publicity for the Boston convention, says that no better lesson could be had in the matter of cooperation than the one photoengravers will receive on visiting Boston this year, for the reason that the members of the Boston Association of Photoengravers have been so closely affiliated for fifteen years that cooperation in hospitality is easy, and they want to show, not only those from Missouri, but every photoengraver on this continent, and those from Europe who will be there, the business and social advantages of organization.

For it must be remembered that the Boston Association of Photoengravers is fifteen years old. It is affiliated with the Boston Typothetæ Board of Trade, which comprises the printers, engravers, electrotypers, paper-dealers and binders. Still, none of the associations in the printing trades has more clearly exemplified the idea of cooperation among rivals than has the Boston organization.

In the early days monthly meetings were the rule, but during the past four or five years weekly luncheons have been held with commendable regularity. At a recent luncheon, when but three members were absent, a photograph was made. It must be remembered the picture was taken before the beans were served, which explains the dignified expressions. After a luncheon of codfish and beans Bostonians are usually too hilarious to have a picture taken.

Mr. Folsom delights to tell what a happy family the organization is. In a recent after-dinner talk he said:

"Our members have stood together through thick and thin. When one member of the organization has had hard sledding, the others have helped. All have joined to eradicate trade abuses, and some of the most flagrant abuses have been completely done away with. Protection to all from cut-throat competition has been secured through making the fight against ruinous competition a common cause. We have stood together through two strikes, and in other ways we of Boston have found it to our mutual advantage to work on a broad-gage, cooperative plan.



The Boston Photoengravers, at a Noonday Luncheon, Talking Over Convention Plans.

From left to right, standing: Messrs. Sunergren, King, Doran, Folsom, Bonker. Sitting: Tenney, Tripp, Hendry, Clark, Wright, Blanchard, Blaikie, Dunbar and Burbank.

"It is extremely doubtful that any further proof of the cooperative spirit will be needed than the program that we have outlined for our visiting brothers and friends on June 10 to 12. Just as the foundation of the cooperative work was good fellowship, so the foundation of the good time at the convention will be hospitality. What we have accomplished, and how we did it, will be explained at the convention, and this information alone will repay all visitors to our city.

"Ward M. Tenney, who took an active part in the preliminary work that resulted in the National Convention of Photoengravers, held at Buffalo in 1897, and who was its first president, is still with us. When the 'National' became the 'International' association, Boston again furnished a president. We have always been well represented at all national conventions, and on several occasions by one-hundred-per-cent organizations. Therefore, ours is the logical city for the sixteenth annual convention, and we

promise to make the occasion worth the while of all visitors who honor us, no matter how great the distance they come."

Brains Among Photoengravers.

The high quality of intellect among the men in the photoengraving industry is strongly evidenced in their thoughts expressed in the *Photo-Engravers' Bulletin*. Here, for example, are a few sentences:

R. B. Teachenor, of Kansas City: "Photoengraving, as an applied industry, being little over twenty-five years old (many of the men now in it being pioneers), the business



F. W. DUNBAR, Treasurer. D. E. BLANCHARD, President. EDGAR E. NELSON, Secretary.

Officers of the Boston Association of Photoengravers.

has been in a formulative state, and has constantly suffered from lack of stability, owing to changes and perfection of processes. These many and complex processes, and the highly technical knowledge necessary to operate plants, seemed to have developed the technical and artistic qualities of the pioneer proprietors at the expense of their business qualifications. Thus was the square-inch basis of plate charges established, without knowledge of first costs, that has fastened upon the trade an incubus that will take many years to remedy."

F. W. Gage, Battle Creek: "Prices in the photoengraving industry have for so many years been made in absolute ignorance of the cost of production that it is almost a wonder that the history of the trade reveals no more shipwrecks than it does."

George H. Benedict, Chicago: "We know there is no equity in the square-inch rate, and we find there are no ethics in the cost systems. We know that the cost system gives a different unit of cost with every plate turned out, and a variation of over one hundred per cent on plates of equal size."

Louis Flader, Chicago: "Socialism, or what passes for it in the minds of many, is a factor in all disputes between capital and labor. The usually accepted tenets of socialism appeal to the man with less of these world's goods than his neighbor, and their application seems to the unthinking an easy method of annexing wealth not earned by the sweat of his brow or any other part of his anatomy. Socialism is a science and will be perhaps solved some day by scientists; certainly not by a mob bereft of all understanding of responsibility and utterly lacking in the sense of obligation."

Three-color Work Requires Organization.

Here are a few most valuable suggestions from the *British Journal of Photography* regarding the organization necessary to make commercial three-color work profitable:

"There is no doubt that much of the expense in three-color blockmaking is due to a want of cooperation of the workers concerned in it. Thus the operator declares that the certain kind of negative he makes must do; the metal printer in his turn has a violent prejudice in favor of a particular kind of dot in the negative, and declares it impossible to print any other sort; the etcher thinks a certain amount of reetching essential, although the plate might well do with less if the first etching had been sufficient; and finally the prover gets his effects by all sorts of variations in the inks.

"Now this ought not to be so, and the first step to improvement is to let one of the group, having a full practical knowledge of all the stages, be put in control, and say what sort of a result should be obtained at each stage. Since the fine etcher (or finisher) is the man that has to put all errors right finally, and since his labor is so expensive in time as well as money, it is best to give the fine etcher the foremanship. This presupposes that the etcher foreman is possessed of the requisite qualities and is going to be a reasonable man, and see that the plates are got through with a minimum amount of reetching rather than a maximum, and to see that errors left to the etcher to correct are small; he must determine to save this work as much as possible rather than rely upon it. To do this he will see that a strip of neutral grades going from black to white is



L. B. FOLSOM. F. O. CLARK. A. W. DEMPSEY.

Executive Committee, Boston Photoengravers.

put up alongside each copy, and that this graded strip is photographed alike in each of the three negatives, and printed alike on the metal.

"If he has not etchers who are exceptionally experienced, he will have the job in hand proved up in color before he allows any fine etching at all to be done, for then it will be obvious where the corrections must be made, and if the preceding work has been properly carried out, and the printing-inks are good complementary shades, but little fine etching will really be required."

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Drying Printed Matter by Electric Heat.

(1208) An ingenious printer has devised a drying cabinet in which drawers are placed where printed matter from the jobbers is spread out to dry. Rush jobs are delivered in short order owing to the facility for drying out the ink. Work that would ordinarily take over-night to dry is ready to deliver in two hours. The heating apparatus is electrical and is connected to an electric light socket by a wire which allows it to be put into action at will.

Embossing from Type.

(1207) Submits a bill-head printed on a light-blue paper in blue, green and persian orange ink. The press-work is excellent. The parallel rules in green and orange are a trifle out of register, which mars the appearance of the work. The word "printers," in green, surrounded by an outline letter in bronze-blue, registers perfectly. This line is embossed in medium relief. The embossing does not add to the attractiveness of the design owing to the outline letter being printed in a dark color. It is quite possible that it would appear to better advantage if it were embossed without having the outline letter. Embossed work appears to the best advantage when the entire letter or character is in relief instead of a part. Note the appearance of steel-die embossed printing, the beauty of which lies in the regularity of the contour of its relief surface. The printer writes as follows: "The enclosed sample of letter-head is something out of the ordinary for one complete form. This job was lifted from the press only once for the different colors. The embossing is something rarely done with type."

Tint-blocks.

(1203) "Would like to procure information on how to mount pressboard on old cuts, and the kind of pressboard required. Is sample enclosed suitable for this purpose, or what kind should I use? About the ink used on such work, what kind is best suited and in what condition should the rollers be? We have ordered new summer rollers for our jobbers from a southern roller house, as we are in the southern climate, which I think has a great deal to do with producing anything like satisfactory work. Have used patent leather for tint-blocks, but can not cut out designs as well on this as I would like."

Answer.— Use the thickest pressboard for tint-blocks, the sample you sent is too thin for this purpose. Still, you may be able to get good work out of tint-blocks made of heavy blank board, which will be varnished several times before using and after being mounted. Use glue and attach to the under side of a plate block. Leave it under pressure until it adheres firmly — possibly an hour. Make your transfer on the card, and with a sharp knife cut out the design. When finished give a coating of gloss varnish to the entire surface and the edges as well. This will make the card resist the pull of the rollers. No stiff ink should be used, as it may tend to tear the card from the block. The rollers should be fairly hard, and the tint should not be very tacky. Use the tint bodies furnished by your ink-dealer, as these are easily manipulated and can be modified for any grade of stock.

Printing on Tin.

(1202) "I am employed in a concern that has recently added a can factory to its already large plant. We have been endeavoring to print one, two and three color work on tin plate from rubber plates, without success. We first tried plates made of zinc and have had a fair degree of success. With one exception the ink does not cover as we would like it to; it should appear quite smooth. I have mixed pulverized magnesia in the ink and it helped a great deal. Any suggestions will be appreciated."

Answer.— To print on coated tin you require a special ink, which you can secure from your ink-dealer. This ink is very tacky, and holds together nicely under pressure. Zinc plates mounted on solid bases are suitable mediums to use. Good results are obtained if the tin plate is evenly coated. Considerable pressure is required and the make-ready must be practically unyielding. For some lines of work rubber can be adapted by the printer to his advantage, especially in printing on metal surfaces such as on tin-foil and on coated tin plate. Celluloid also is easier printed from rubber than from metal type or plates. The Louis Melind Company, 103 South Fifth avenue, Chicago, makes a specialty of furnishing rubber stamps of a harder grade than the ordinary kind in use. To printers engaged in specialty lines this will be a valuable point, for heretofore only rubber stamps of the common variety were obtainable. For a high-class grade of tin printing the tin-plate press is the only satisfactory way of producing such work. These presses are of the lithographic type and of the offset pattern. See advertisements in this magazine for manufacturers.

Perforating on a Platen Press.

(1206) Submits a variety of specimens of printing containing perforating-rule. The perforating in some instances is so heavy as to almost cut the paper, while on other samples it is inadequate for the purpose intended. It appears that this condition is due to irregularities in the rule. The printer writes: "We have a great deal of trouble with perforating. I enclose a few samples of what we have to do, and of course we have all varieties of perforating. I appeal to you for help, as I have done heretofore. (1) What in your opinion would best suit our needs in perforating? (2) Is the perforating-gripper a practical affair, and will it wear? (3) Will the Bates patent perforating-rule perforate 6-ply tough check (also the carbon sheet

enclosed) both ways with one impression? (4) Can you offer any suggestions which will aid me in getting a more satisfactory perforation without cutting my rollers?"

Answer.—(1) Your perforating-rule should be sharp and of even height to give good service. The rule can not be kept of an even height where it impinges directly on the platen. You should have a sheet of brass beneath the tympan. This will save both the rule and the platen from damage. In perforating paper the rule may be left as it is when new. In perforating without printing, as in carbonized sheet, you should lock up a six-point black-faced rule on each side of the perforator. This will prevent the rule cutting through the tympan too far and will permit a longer run. (2) We have not seen a practical perforating-gripper that will give any lengthy service. (3) We are unable to tell to what extent the Bates rule can be used. Tough checks can be perforated if the notches are cut so as to minimize the resistance offered to the rules. By making a square notch instead of a V the resistance will be lessened. You can not use rollers on perforating-rules without cutting the surface thereof. If you have much perforating it will save you money to have a power perforator installed.

The Cause of Worn Type.

(1204) Submits an eight-page work-and-flop circular printed on a light-weight book-paper from a type-form. The make-ready is not well carried through. The inking and register are up to standard. The printer writes: "As a constant reader of your magazine, I take the liberty of asking if you have any idea as to what is the matter with our 14 by 22 Gordon. The enclosed sheet shows type worn off on all pages on each side. Regular pressboard was used, with hard packing; impression-screws were tight, and the press was level. Any information will be greatly appreciated. This press has been running right along in good shape and never did this before."

Answer.— In order to give an opinion as to the cause of the defective printing, we should see one of the first impressions pulled, following the O. K. proof. Also the nature of the make-ready should be known. To this end we would have to inspect the entire tympan when the run is completed and to know the number of impressions run from the form. We can not see that the press is at fault in producing work of this character. Damage to the type on the edges of the pages toward the inner margins is not characteristic of any defect in the press. If twine were used between the grippers and were by accident placed where it came in contact with the type it would produce just such an appearance in the print on the page-edges. To prevent the slipping of the cords that are stretched from gripper to gripper a series of small holes should be drilled along the edge of each gripper about one inch apart. These holes will serve many a useful purpose. For work of this kind a soft tympan of print paper covered with a top sheet of strong manila should be used. A sheet or two of pressboard placed in the middle of the tympan will allow sufficient resiliency. The spot-sheets may be placed below these pressboards. If the run is a long one the top sheet may be repeatedly changed and the pressboards can be reversed in position to prevent indentation. If the type is in good condition to begin with, it should last with little or no perceptible wear through a long run.

Economy in Power.

(1205) A northern printer writes as follows: "I have a 19 by 25 Potter Junior drum cylinder and 10 by 15 and 12 by 18 jobbers. I do not use the cylinder very much. I average three and one-half hours a day on the 10 by 15, and one and three-quarters hours on the 12 by 18, while on the cylinder I average only three hours of use a day. But it will cost me a minimum rate of $2 a month for power for a two-horse motor to run this press. What I would like to know is: Is it economical to discard motors on the two jobbers and connect by a clutch and shaft with the motor for cylinder? Heretofore I have run cylinder with gasoline engine, but will discard engine when I move into new building. If I should send you list of material I have, will you give me a layout for same in new building?"

Answer.— In regard to the motors we believe that the most economical way for you will be to buy a motor (one-third horse-power) for each platen press, and to attach the two-horse-power motor to the cylinder press. This will do away with extra shafting, belting, etc., and will decrease the loss of power directly and will ultimately be cheaper for you than to connect up with belts and shafting. The amount of current used will be naturally less than where the motor is driving countershafts and belts. All modern plants are equipped with individual motors, there being no objectionable features except the one, which is the first cost. The ultimate gains, however, overshadow this feature, so it is lost sight of entirely. We will help you lay out your floor-space if you furnish the floor dimensions and wall openings in a plan and give the space occupied by each object in the equipment.

CHINESE CURRENCY, WEIGHTS AND MEASURES.

Duties are payable in the haikwan or customs tael of China. A tael is a Chinese ounce, or 1⅓ ounces avoirdupois, of silver, of which the average value in 1910 was 66 cents gold, as compared with 63 cents in 1909, 65 cents in 1908, 79 cents in 1907, 80 cents in 1906, etc. The rates are fixed in taels, mace (one-tenth of a tael), candereens (one-tenth of a mace), and cash (one-tenth of a candereen). They are actually paid in most open ports in Mexican dollars and fractions thereof at current rates of exchange. In ports where the local tael is in common use it is paid in taels and fractions thereof at the current rate of exchange between the local tael and the official or customs tael, as indicated. Weights are on the basis of a picul, weighing 133⅓ pounds avoirdupois, a catty, which is one one-hundredth of a picul or 1⅓ pounds avoirdupois, and a liang, or Chinese ounce, one-sixteenth of a catty, or 1⅓ ounces avoirdupois. A Chinese chang is equal to 10 Chinese feet, or 141 English inches. One Chinese chih is equal to one-tenth of a chang, or 14.1 English inches.—*Consul General George E. Anderson, Hongkong.*

WILLIE'S PRAYER.

Willie, aged five, was taken by his father to his first football game. The extent to which he was impressed did not become evident till he said his prayers that night. Then, to the horror of his parents, Willie prayed:

"God bless papa,
God bless mama,
God bless Willie;
Boom! Rah! Rah!"—*Ex.*

STRONG EVIDENCE.

"What makes you think he had been to a drinking party?"

"He came home," sobbed the young wife, "wearing a phonograph horn for a hat."—*Ex.*

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Counter Pad-books.

(1186) "I wish to learn of a printer or firm who gets up counter pad-books for the use of general stores."

Answer.— General Manifold & Printing Company, Franklin, Mass.; the Bennett Register & Printing Company, Lisbon, Ohio.

Where "Optical Illusions" Can Be Found.

Through the courtesy of N. S. Amstutz, the research engineer, Valparaiso, Indiana, question 1139, April issue, is answered as follows: "'Optical illusions' can be found, with a list of illustrations, in 'Experimental Science,' pages 223-232, edition of 1890. Munn & Co., New York."

Nonpareil Press Located.

Barnhart Brothers & Spindler, Chicago, in answer to question 1112, April issue, inform THE INLAND PRINTER that they have a 12 by 17 Nonpareil press, receding bed, which is the latest style of that press, made by the former manufacturer — the Cincinnati Type Foundry Company, Cincinnati, Ohio.

Cards with Embossed Emblems.

(1185) "Will you please give us the address of some firm that furnishes cards with embossed emblems thereon for different societies, preferably Masonic?"

Answer.—Wm. Freund & Sons, 16 East Randolph street, Chicago; John B. Wiggins & Co., 63 East Adams street, Chicago; A. Stander & Co., 231 North Fifth avenue, Chicago, and the Penn Card & Paper Company, Philadelphia.

Transparent Tissue.

(1111) "We will appreciate it if you will give us the address of a dealer in transparent tissue, of the kind used for putting fronts on small boxes to show off the goods on the inside."

Answer.— The James White Paper Company, 219 West Monroe street, Chicago, are the selling agents for a transparent paper known as "Zephyr," which is used for the purpose mentioned.

Treatise on Celluloid.

(1209) "We would like to purchase a treatise on celluloid — one that will give us full information in regard to printing on it and mounting it on paper."

Answer.—"Celluloid," by Doctor Boeckmann, is a valuable treatise, but it does not contain the information desired. In order to print on paper and have it attached to celluloid you must procure special inks known as alcohol-proof inks. When printed, the paper is dipped in wood alcohol and then placed in contact with the sheet celluloid and kept under pressure. As the alcohol is a solvent for the celluloid, it causes it to soften the surface a trifle, thus permitting a closer union between the two bodies. The reason for an alcohol-proof ink is obvious. If you desire to print on celluloid, ask for special inks. These are heavy-bodied and dry readily on the surface of this material. The make-ready will be quite similar to ordinary letterpress printing. The rollers should be hard.

Gleitsmann Ink.

Question 1142, appearing in the April issue, has elicited the following response from Frank Nossel, American representative of the Victoria Platen Press Manufacturing Company, 38 Park Row, New York: "I send you a copy of our latest house organ, the *Victoria*, in which you will find an insert from these [Gleitsmann] ink manufacturers. To my knowledge there is no agent handling Gleitsmann inks in this country, but if the correspondent would like to get some of this ink, I would be very glad to give him any further information." The name and address of the ink manufacturer in question is E. T. Gleitsmann, Dresden, Germany, with branches in a number of European countries.

Concerning the Future of the Printing Trade.

(1200) "There are three questions I would like answered in the columns of THE INLAND PRINTER. They are as follows: (1) What will journeymen printers, as well as employing printers, do if the printing trade does not improve? (2) Will the craft ever be what it has been? (3) How is it that one printer will consider certain work good while another will consider the same work bad?"

Answer.—(1) It is rather difficult to answer this question, for the reason that a steady improvement in the printing trade has been made since the discovery of movable types. If the time ever shall come when progress ceases, the art will decay and printers disappear. (2) No. If the craft should become what it was, it logically follows that it would be only a matter of time until it disappeared from the earth. The revolution in methods is simply the result of a general change in conditions. This answer, of course, comprehends the history of commercial printing and not the work of early-day masters who were engaged in the art for art's sake principally. (3) In regard to the question, "How is it that one printer will consider certain work good and another will consider the same work bad?" we would say that this is due to the lack of standardization of ideas as to what constitutes good and bad printing. The element of personal taste, of course, enters largely into this matter, but without certain well-defined ideas as to what is really good in typographical design there can be no standard from which two or more people can judge the work. If we base it entirely upon personal taste, there will always be a large amount of discrepancy of ideas, while if we base it upon well-known fundamental principles of design which underlie typographical work as well as other design, there will be

much less confusion and discussion as to what really constitutes good typography. Other forms of art, such as landscape painting for instance, vary greatly in the individual handling, but still they are practically all worked out upon certain lines of composition and color harmony which are recognized by all painters and which are used as a basis upon which to judge the various paintings. When this is done in printing, much of the needless differences of opinion which now characterize our criticisms of work will be done away with.

Cost System for Newspaper and Job Office.

(1102) "Kindly give me the name or names of any firm who can give us any information for establishing a cost system, for a newspaper, job department and bindery."

Answer.—Address J. A. Morgan, chairman of the United Typothetæ Cost Committee, 115 East South Water street, Chicago, or Henry Allen, secretary, Ben Franklin Club, Harris Trust building, Chicago. R. T. Porte, editor of our Cost and Method department, is the author of a book entitled "A Practical Cost System for Small Printing Offices." This is intended particularly for country newspaper offices where jobwork is done in connection with publishing a newspaper. The book is sold by The Inland Printer Company; price, $2. The author, referring to newspapers, states: "The printing of your newspaper should be like the printing of any other job in your office. A ticket should be made for every issue, daily and weekly, and all the time used on the paper charged directly to the tickets. This will give you the cost of the paper, issue by issue. It is not possible to run a system satisfactorily any other way, and you can not get your hour costs without doing this." The Robert S. Denham Company, Caxton building, Cleveland, Ohio, makes a business of installing cost systems.

Formulae for Paste.

Question 1079, which appeared in the February number of The Inland Printer, brings the following suggestions from John Brechting, manufacturer of chemicals, Grand Rapids, Michigan, relative to formulæ for pastes:

"On page 719 you give some formulæ for paste. As pasting is an important item in my business I have had considerable experience in using different formulæ, and offer the following suggestions for the benefit of your readers:

"Prepare washing-starch same as if it were going to be used for starching clothes. To each quart take one teaspoonful of caustic soda dissolved in three spoonfuls of water; when dissolved add to starch and mix thoroughly. Add a few drops of carbolic acid to keep from souring. This paste we use for tin cans and bottles. For paper, like tubes, etc., we use starch alone.

"Even with good paste a poor job can be done if the work isn't done right. Don't touch the sides of your cans or bottles with your hands or wipe off with rags. Large-size, top-opening cans should be handled with fingers hooked inside. When possible have labels long enough to lap over at ends.

"To do any kind of labeling the labels should be well soaked with paste and time allowed for it to soak in before applying the label to can or bottle. You can wet possibly a dozen small labels, say 3 by 6, and then start with the first one to put on can. By wetting labels thoroughly, wrinkles are prevented. Ask a photographer to show you how he does it.

"For labeling on paper tubes we thin the paste so that it is almost like water, and we wet as high as 150 labels, piling the pasted surfaces together so that a twelve-pound bond paper is like a wet rag. Then we start with No. 1 to put on tubes. The temperature of a print-shop is almost too hot in which to dry labels. They should dry slowly. To bring this about, in summer time we cover the pile with heavy paper.

"Not all kinds of paper make satisfactory labels. It will pay the printer to experiment with various samples on each job till he gets his bearings. Some papers will fade and discolor if too much caustic soda is used. In this case thin your paste or put in half the quantity given. Blue glazed-label paper works best, but black ink doesn't show up well on blue. Red-paper stock is most liable to discolor. Goldenrod is a happy medium. As glazed stock means slower printing, on account of sticking to type, we use cup grease in ink, which is a help."

Making Good Joints in Rule Borders.

(1100) "We have noticed from different specimens sent us from several typefoundries that in using one-point rule for borders they are not mitered, but fit together perfectly. Now I have a job where I am using one-point



Design by Paul Kuhn, Munich, in *Buchdrucker-Woche.*

border, but I can not make the corners close up. Is there a wax or something that can be used for this purpose?"

Answer.— The rule you refer to in the typefoundry specimens is probably side-faced, which of course is not mitered. Possibly your rule is center-faced. If so, it should be properly mitered, and free from adhering particles of ink or other matter. Try one of the following methods used by printers in rule borders. (1) Before the form is locked up permanently, cut some narrow strips of tin-foil and dip into muriatic acid. Insert the end between rules at the corners. Lock up the form. Take a hot soldering iron and touch each corner so as to fuse the foil, then trim with a sharp knife. If the form is printed without again unlocking, this should make a perfect joint. (2) Put a touch of strong varnish between the rules at the corners before locking them up. The surplus of varnish is squeezed out, but sufficient is retained to attach and hold ink at these places, so the troublesome white joint does not appear so strongly. (3) A mixture of mercury and tin-foil makes an amalgam which, if inserted in minute quantities at the joint before locking up, will make a tight joint. The joints should be previously moistened with a few drops of muriatic acid, and after the form is locked up the soldering iron may be applied.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Pressure Surface Patent.

(1281) A young man has studied all the overlay or make-ready patents of this country and has also gotten out a valuable pressure surface patent. If some manufacturer would aid him, he feels certain that he could produce a more up-to-date process than is now on the market.

Job-printing Plant for Sale.

(1282) An exclusive job-printing plant and business for sale. Fully equipped with up-to-date machines and facilities. Plant and materials in first-class condition. Business averages about $225 a month. Located in a thriving Nebraska town of three thousand population. For quick sale will consider $2,000.

Operator or Foreman.

(1283) Job and ad. printer, also linotype operator with a speed of over four thousand, would like a position either on the machine or foreman of a job office or small daily. Thirty-five years of age; twelve years' experience. At present foreman of up-to-date daily. Salary of $20 or more will be considered. Married; good habits; good references.

Pressroom Foreman.

(1284) An experienced pressroom foreman, forty-two years of age, ten years with present employers, seeks change. Experienced on general edition book, catalogue and color work, both cylinder and rotary presses. Competent, sober and reliable. References if desired.

Ad. and Job Compositor.

(1285) Young ad. and job compositor (set both English and German), at present employed, is looking for a position in a medium-sized city. Union; not afraid of work; best of references.

Good Half-tone Cylinder Pressman.

(1286) First-class cylinder pressman, thirty years of age, with twelve years' experience, desires to make a change where there is something in view besides pay-day. Good half-tone man. Best references as to character and workmanship. East preferred.

First-class Cylinder Pressman Wanted.

(1287) A position is open in a central northwest city for a first-class union cylinder pressman who can make good unqualifiedly on a wide range of work, including the best. The position will pay considerably over the prevailing rate to the right man.

Wants Interest in Daily Newspaper.

(1288) Young man, twenty-eight years of age, with a thorough knowledge of newspaper work, is anxious to buy a whole or part interest in a daily newspaper in a town of from twenty-five thousand to one hundred thousand inhabitants. Cash investment can be anything between five and twenty-five thousand dollars. Not a printer, but well fitted for the position of general manager. Prefers newspaper without job plant. Best of references as to financial responsibility and general integrity.

Stoneman and All-around Printer.

(1289) A practical stoneman and all-around printer, forty-five years of age, with twenty-five years' experience, would like a position as working foreman or stoneman with a reliable house. Thoroughly understands laying out, making up and imposing of railroad tariffs, catalogues and general commercial work. Good at all kinds of rule-and-figure work. Best of references.

Assistant on Newspaper.

(1290) Printer, thirty-five years of age, twenty years' experience, would like position as assistant to owner of a live weekly or small daily in the West, or foremanship on small daily, up to ten pages. Very rapid on make-up and ad.-composition. Good writer, and can meet business men. Capable of taking entire charge of mechanical end. Lowest salary, $25. Union; sober.

Foreman or Machinist-operator.

(1291) Competent foreman or machinist-operator would like a position either west of Kansas or south of Montana. Thirty years of age; fifteen years' experience, extending through every department of the print-shop. At present foreman on evening paper, climatic conditions necessitating change. Nothing less than $30 a week will be considered.

Foreman or Assistant Foreman.

(1292) An up-to-date printer, first-class jobber, ad.-man and make-up, with fifteen years' experience in the best and largest publishing houses in an eastern city, would like a foremanship or assistant foremanship in the composing-room of a large or medium-sized plant, either in Philadelphia or vicinity. Willing to start on small salary, provided there is a chance of rapid advancement. At present managing a shop with from eighty to one hundred men, also linotype and monotype machines, which he thoroughly understands. Steady, reliable and accurate.

Superintendency or Foremanship.

(1293) Young man of thirty-eight years, with twenty-five years of practical experience in the production of first-grade work, would like to enter a field where there is large opportunity. Thoroughly trained in soliciting, estimating, designing, management of the different departments; able to do the mechanical work personally if occasion arose; experienced in all kinds of railroad and blank-book work; thorough knowledge of color harmony. Served in capacities from "devil" to foreman of composing-room, superintendent, manager and employer. Married; sober, and of irreproachable character.

Experienced Editor of Manuscripts.

(1294) Young lady with several years' experience in the revision and editing of manuscripts for publication and

the reading of revised proofs, formerly associate editor on one of the largest monthly magazines of the country, solicits work of a high order along these lines.

Compositor Desires to Specialize.

(1295) Young man of twenty-seven, with twelve years' experience, would like to connect with some house where he can specialize on commercial stationery, folders, announcements, programs, booklets, church printing, either as compositor or layout man, or both. Prefers a small plant where there is a future. Married; good habits; union.

All-around Printer, Who Understands Cost System.

(1296) Eight years' experience in general job plant, operator of monotype (keyboard and caster), at present pressroom foreman of ten jobbers and cylinder. Understands estimating, cost system, colorwork, stock handling. Wages not primary consideration. Wants position where he can make a showing, with a chance for advancement.

Composing-room Foreman for Daily.

(1297) Practical printer, thirty-six years of age, desires to locate with live newspaper, west of Buffalo, in need of composing-room foreman of good executive ability. At present in charge of seven-day paper, fifty employees. Nineteen years' experience as foreman; first-class jobprinter and proofreader. Salary, better than $35; union office preferred.

All-around Printer for Town of 5,000.

(1298) All-around printer would like to connect with some live newspaper in a town of about five or six thousand, weekly or daily. Ad.-compositor, and has successfully handled make-up on eight-page daily and twelve-page weekly. Also pressfeeder. Prefers southern Wisconsin or northern Illinois. I. T. U. student.

Jobber, Ad.-man and Make-up.

(1299) Printer of twenty years' experience in medium-sized offices would like to get in touch with some one needing services of printer with good understanding of jobwork and ads. Also has had experience as make-up on both daily and weekly newspapers. Student of works on printing subjects. Sober, reliable, and can furnish good references.

Machinist-operator Desires to Place Machine He Owns.

(1300) Linotype machinist-operator, who owns an outfit consisting of one machine, four magazines and an equipment of matrices, etc., would like to contract with some house that has work for two or more machines and take off its hands the entire responsibility of the production of that work for a long-time contract. Would put in two more machines if such a contract could be procured. Or if this is not satisfactory, would put his equipment into an office now having its own machines, and take the management of that department.

Job Compositor and Magazine Ad.-writer.

(1301) First-class job-compositor and magazine ad.-man; especially strong on booklets and advertising literature; worked for the best magazines and advertising agencies in Chicago. High-school and college education; I. C. S. Ad.-writer and I. T. U. Course student. Age twenty-nine. Prefers up-to-date shop, assistant in large shop, department store, or manufacturing concern, where brains, practical knowledge and grit count.

GETTING AT UNIFORM COST SYSTEM.

The axiom that a faulty cost system is worse than no system is now generally accepted, and on its heels comes quick acceptance of the formula that a multiplicity of systems retards propaganda work and produces confusion where they are installed. Pioneers in the present agitation foresaw the difficulties, abandoned pet notions and winked at ideas of which they did not approve for the sake of harmony and in the hope that thereby they would be helping the cause of cost accounting. That some evil would follow this justifiable temporizing, every one knew. That a halt would be called sooner or later was equally well understood. The live wires in Cincinnati think that now is the time for action, and so express themselves in these preambles and resolutions:

WHEREAS, The Cincinnati Ben Franklin Club believes that dissension in regard to methods of various cost systems and their discussion is detrimental to the general welfare of the trade; and,

WHEREAS, Experience in installing systems in Cincinnati, where no particular system has been indorsed, has proven the efficiency of such a plan; and,

WHEREAS, Many printers are now hesitating to put in cost systems because of the differences of opinion and lack of agreement as to methods; therefore, be it

Resolved, That the time is now at hand when there should be a general conference for the cost-system experts and students to get together, bury differences and adopt methods that are consistent with the various systems, and agree to a practical, simple and comprehensive system that will give uniform results in the application; and be it further

Resolved, That the Cincinnati Ben Franklin Club hereby invites the President and Secretaries of the United Typothetæ of America, the Ben Franklin Club of America, the Robt. S. Denham Company, and any others engaged in such work, to a conference on this subject, to be held in Cincinnati some time next August.

"THE AMERICAN GOVERNMENT."

Printers and publishers should be well versed in affairs governmental. The nature of their calling, to a greater or less degree, demands an accurate knowledge of the ramifications of the nation's business — its methods, its departments and the powers vested in these departments.

Frederick J. Haskin, himself a newspaper man and an old-time printer, is the author of "The American Government," a volume of almost four hundred pages, written in entertaining style, and carrying information which should be in the possession of every American citizen. The authenticity of the data which it contains has already gained for the work commendation from leading educators, and a number of educational institutions have adopted it as a text-book. In the words of the author, "It is not designed as a treatise on the science of government nor as an exposition of the peculiar political structure of the United States. It is rather an effort to tell in the ordinary language of every-day life what the Government does, and how it does it."

The book is bound in cloth; price, $1. Orders sent to The Inland Printer Company will be promptly filled.

GETTING THE PARSON IN BAD.

James Payn, the novelist, was once at a dinner party where a learned clergyman insisted on quoting Greek. The lady sitting next to Payn asked for a translation. Payn's Greek was rusty. Accordingly he assumed a blush, and hinted to the lady that it was scarcely fit for her ear.

"Good heavens!" she exclaimed, "you don't mean to say ——"

"Please don't ask any more," murmured Payn, "I really could not tell you." — *Ex.*

Obituary

Oscar Lischer.

Oscar Lischer, president of the H. Lischer Printing Company, of Davenport, Iowa, and prominent in the city's business circles, died on May 4 at Hotel Davenport, that city, aged fifty-six years. The company of which Mr. Lischer was the head was founded by his father — Henry Lischer — in 1878. It is the publisher of *Der Democrat*. Edward and Fred Lischer, brothers, who were associated in business with the deceased, and Mrs. John Clausen, a sister, survive.

Albert Wallace Woodcock.

Albert Wallace Woodcock, president and treasurer of the William R. Brown Company, job-printers, Providence, Rhode Island, died on May 9 at his home in Pautucket, after two days' illness of pneumonia. Mr. Woodcock came to this country from Manchester, England, in 1892, and at once started to work for the William R. Brown Company. Upon the death of Mr. Brown he secured control of the concern. Mr. Woodcock was connected with many organizations, among which is the typographical union. He is survived by his wife and eight children.

Dr. Hector Canfield.

Dr. Hector Canfield, printer, minister and physician, died at the home of his daughter in Philadelphia, on May 8, in his seventy-ninth year. Doctor Canfield was born in Stanstead, Canada, and was the ninth of a family of thirteen children. At an early age he became a "devil" in the village newspaper office, and, after working a number of years as job-printer and compositor at Concord and Manchester, New Hampshire, to which cities he had migrated, he became interested in evangelistic work, and was later ordained as a minister. While preaching he took up the study of medicine, becoming a successful practicing homeopathic physician. In 1872 he went to North Attleboro, assumed the pastorate of the Free Evangelical Church there, and continued work as doctor and minister. Doctor Canfield was possessed of a remarkable baritone voice, was a natural musician, and his singing at church and other gatherings attracted much attention. He is survived by four children.

Eugene L. Demers.

Eugene L. Demers, printer, Civil-war veteran, police justice and politician, died at his residence in Lansingburg, near Troy, New York, on April 26, aged seventy years. Mr. Demers came of a family of printers, and was employed on the Troy *Times* when the Civil War began. He enlisted in Company D, One Hundred and Twenty-fifth New York Volunteer Regiment, later becoming a corporal. Captured by the enemy at Harper's Ferry and securing his individual parole, Mr. Demers returned to Troy, shortly afterward joining his regiment at Chicago, from whence he proceeded to Gettysburg, where he lost a leg in the famous charge led by General Pickett. Receiving an honorable discharge from the army at Haddington Hospital, Philadelphia, Mr. Demers returned to Troy and resumed his position as compositor on the *Times*. He was made a brevet second lieutenant by Governor Fenton.

Mr. Demers was a member of the Lansingburg village board of trustees for fourteen years, later becoming a justice of the peace. He was also elected to the state assembly. In 1890 he was elected a supervisor from Lansingburg, which position he held for a number of years, retiring to private life in 1900.

The veteran printer and soldier is survived by his wife, and two daughters — Mrs. Lewis D. Hunt, and Mrs. William Scott, both of Troy.

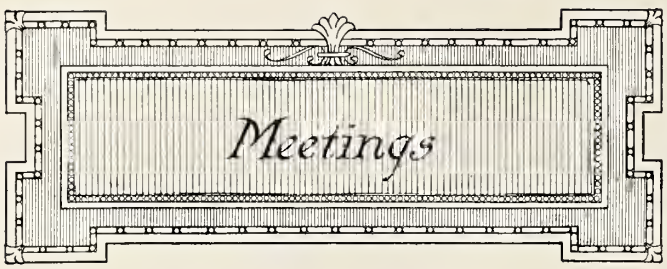
Benjamin F. Skidmore.

Benjamin Franklin Skidmore, probably the oldest printer in the South and a charter member of New Orleans Typographical Union, No. 17, which was organized in 1852, died on May 10 at New Orleans, aged eighty-five years. Mr. Skidmore started in the printing business when a very young man, working in Newark, New Jersey, and St. Louis, Missouri, before going to New Orleans, more than sixty years ago. He was vice-president of the New Orleans union in 1879 and was a delegate to the International Typographical Union in 1880-81. At one time he was foreman of the New Orleans *Times*, and was one of the first to set type on the *Democrat* of that city. During the Civil War he was employed on the New York *Tribune*. From 1875 to the time of his death he worked on the New Orleans *Democrat*, or the *Times-Democrat*, as it is now known. Mr. Skidmore leaves two sons — Robert W. and Benjamin F., Jr. — the former a well-known politician of the Louisiana metropolis.

John L. Trauger.

John L. Trauger, head of the J. L. Trauger Printing Company, Columbus, Ohio, and known to many as "the practical idealist," died at his home in that city on May 2, in his sixty-fifth year. Mr. Trauger was a Pennsylvanian by birth, and was a school-teacher and Lutheran minister previous to his entry into the printing business. He was also a musician and literateur and did considerable translating from the German. Mr. Trauger belonged to a number of clubs, and was one of the original members of the Columbus Chamber of Commerce. He was a Democrat, and was a leader in county politics for many years. In 1884 he was elected to the city council, serving eight years in that body. In 1894 he was made school examiner of his city, continuing for fifteen years in this position. For the past eight years he served on the Columbus Board of Education, acting as its president one term, and for many years had been active in educational affairs.

Mr. Trauger is survived by his wife and three daughters — Mrs. Clara S. Youmans, of Stevenson, Washington; Mrs. Anna L. Brecht, of Pittsburg, and Miss Bertha E. Trauger.



Scheduled Cost Congresses and Conventions.

Second Ohio Cost Congress — Cincinnati, October 4-5.

Western Pennsylvania Cost Congress — Date not fixed.

Ben Franklin Club of America — Annual convention, Cleveland, Ohio, June 20-22.

International Typographical Union — Annual convention, Cleveland, Ohio, August 12-17.

Western Slope Editorial and Cost Congress — Grand Junction, Colorado. Date not fixed.

International Photoengravers' Union — Annual convention, Denver, Colorado, August 19-24.

Canadian Printers' Cost Convention — Second annual meeting, Montreal, October 24 and 25.

International Brotherhood of Bookbinders — Biennial convention, Detroit, Michigan, June 10-16.

United Typothetæ of America — Annual convention and cost congress, Chicago, September 3 to 6.

Indiana State Conference of Typographical Unions — Semiannual meeting, Muncie, Indiana, July 21.

International Association of Photoengravers — Annual convention, Boston, Massachusetts, June 10-12.

New England Typographical Union — Annual meeting, Providence, Rhode Island, second Monday in June.

National Press Association of America — Hotel Sherman, Chicago, June 24-26. W. F. Parrott, secretary, Waterloo, Iowa.

International Printing Pressmen and Assistants' Union — Annual convention, Pressmen's Home, Rogersville, Tennessee, June 17-23.

Northwestern Typographical Conference [Typographical Union] — Meetings held in January. Philo Howard, secretary-treasurer, Box 116, Seattle, Washington.

Printers' League of America — Pending developments toward the formation of one national body throughout the country, this organization is practically in *statu quo*, with no definite date for meeting. The New York branch meets the first Wednesday of each third month, with an annual meeting in November; the Executive Committee meets the first Friday of each month, and the Joint Conference Committee (which adjudicates all disputes between employers and employees) meets on the third Friday.

Maryland Adds Another.

At Baltimore on May 22 and 23, printers from every part of Maryland joined hands in the first State cost congress of that commonwealth. Many prominent men addressed the convention.

National Press Association Convention.

Interest in the coming annual convention of the National Press Association, to be held at Hotel Sherman, Chicago, on June 24-27, has received considerable impetus during the month. In addition to a splendid program for the convention proper, the proposed printing machinery and supplies exhibit is attracting more than ordinary attention. W. H. French, of Barnhart Brothers & Spindler, is in charge of the arrangement for the exhibit. At this writing the following concerns have made request for space: Hamilton Manufacturing Company, Acme Standard Mailer Company, Barnhart Brothers & Spindler, American Type Founders Company, H. B. Rouse & Co., Oswego Machine Works, Eclipse Folder Company, Wetter Numbering Machine Company, E. P. Rosback Company, Golding Manufacturing Company, Star Tool Manufacturing Company, J. A. Richards, Albion, Michigan; Miller Saw Trimmer Company, Wesel Manufacturing Company, Vandercook Proof Press (Eastern Sales Company), Roberts Numbering Machine Company, Samuel C. Tatum Company, H. H. Latham Manufacturing Company, A. F. Wanner Company, Wanner Machinery Company, William A. Force & Co.

Southeastern States Cost Congress.

The Southeastern States Cost Congress was held at Nashville, Tennessee, on May 14-16. The proceedings were presided over by R. P. Purse, of Chattanooga, who made an efficient chairman, and before the congress closed he was the recipient of a handsome silver pitcher and tray.

The program was of an interesting character, and included sound talks on cost-finding, efficiency, and other matters relating to the proper conduct of the printing business, by E. Lawrence Fell (Philadelphia), J. J. Miller (Chicago), Chadwick P. Cummings (Philadelphia), William Pfaff (New Orleans), W. O. Foote (Atlanta), H. Vaisburg (Savannah, Georgia), J. E. Burke (Norfolk, Virginia), S. A. Kysor (Atlanta) and G. A. McIntyre (Grand Rapids, Michigan).

A resolution was passed adjourning the congress *sine die*, as it was felt that the work of the Southeastern States body had served its purpose, and that in future the work should be left to state organizations.

New York Printing House Craftsmen.

Harrington Emerson, noted exponent of business efficiency, delivered an address before the Club of Printing House Craftsmen, of New York city, at its regular monthly meeting on April 18. "Back of human action are principles," declared Mr. Emerson, "and if we neglect the principles, disaster will follow." He pointed out that a lack of efficiency was the cause of the great loss of life on the Titanic. Every luxury was provided on the big ship, while no thought was given to the preservation of life in case of accident.

Mr. Emerson classified the principles back of efficient human action as follows: (1) Correct ideals, (2) common sense, (3) standardization, (4) discipline, (5) fair dealing, (6) competent counsel. The speaker said that principles of efficiency have been mistaken for things they are not. "Efficiency means to accomplish a great deal more with less effort and is not to be confused with scientific management, which it is not. You can carry out the points of efficiency with scientific management because of standardization. In making books you have standardized type, made by standardized dies; standardized presses, etc. A hundred years ago it would have taken a printer a year to produce a book that we now produce in a day, because of new methods and standardization."

Notwithstanding bad weather conditions, the meeting was well attended. Several members of the Boston club were present.

Ben Franklin Getting Ready for Cleveland.

The first annual convention of the Ben Franklin Club of America at Cleveland on June 20-22 promises to be a gathering of tremendous drawing power.

The general arrangements of the program are being tentatively made. The convention will be held at Euclid Arcade. The fifth floor will be the convention hall, and there is ample room for seating over six hundred people. On the fourth floor will be a great exhibition of printing machinery. Twenty spaces have been set apart for the display, which will be the most complete of its kind ever got together. To show the interest which the members of

the supply houses have taken in the display, it is only necessary to say that every available space was eagerly taken at the earliest opportunity.

The program is an excellent one from every standpoint, among the speakers being the following well-known printers: President, W. J. Hartman, of Chicago; Henry L. Bullen, librarian of the American Type Founders Company; Herbert L. Baker, of New York; R. S. Denham, of Denhamethods fame; M. C. Rotier, of Milwaukee; J. S. McMillan, of Monroe, Michigan; C. Lee Downey, of Cincinnati; President J. M. Thomssen, of the Cincinnati Ben Franklin Club; G. H. Gardner, an active Ben Franklinite, of Cleveland; Earl R. Britt, of St. Louis; R. T. Porte, secretary of the Cincinnati Ben Franklin Club; Charles C. McCoy, manager of the *Printing Trade News*, of New York; G. M. Booth, of Wichita, Kansas; F. J. Trezise, chief instructor of the I. T. U. School of Printing, Chicago; J. J. Miller, president of the Ben Franklin Club of Chicago; John W. Hastie, of Chicago, and C. F. McElroy, the energetic secretary of the Ben Franklin Club, of Cleveland.

The address of welcome to the visiting delegates will be made by the president of the local Chamber of Commerce and responded to by J. F. Berkes, president of the Ben Franklin Club, of Cleveland, while it is expected that Senator Burton will be on hand to lend assistance in making the opening proceedings as eloquent as possible.



On the afternoon of the 22d there will be an automobile ride, and on Saturday evening a steamer will be chartered for the purpose of a lake trip.

Cleveland will be at its best, the weather should be all that can be desired, and many printers will thus have an opportunity of combining business with pleasure.

On the sixth floor of the Euclid Arcade is the Cleveland Fellowcraft Club, an organization of printers and members of the allied trades. The doors of this club will be thrown open to the delegates during the convention, who will be welcomed in a manner that will spell sincerity in all of its meaning. Thus those who are present will find everything they need for education and enjoyment under one roof.

First Illinois Cost Congress.

Another State printers' cost congress has passed into history and another battalion has been organized to march against the powers that demoralize printers and their business.

At Peoria, Illinois, on May 10 and 11 almost two hundred delegates and visitors gathered at the Jefferson Hotel in attendance at the First Illinois Cost Congress. While other State cost congresses may have equaled or even surpassed Illinois in the number of printers taking part, it is doubtful whether there ever was a more earnest body of men gathered together than the Peoria convention. From the beginning of the sessions until the last word was uttered just previous to adjustment on Saturday evening, the whole atmosphere about the Jefferson Hotel was charged with sincerity — a sincerity to get at the real facts relative to cost accounting in the printing business. And it safely can be said that the delegates left for their homes, each a committee in himself, to carry to his neighbors and competitors glad tidings of better things in the future for the men engaged in the graphic arts.

After Mayor Woodruff had welcomed the delegates and E. C. Finch, of Aurora, acting as temporary chairman, had made an appropriate response, the convention got down to matters that vitally interested those in attendance, with B. Frank Brown, of Peoria, as permanent chairman.

William H. Hartman, of Chicago, who might appropriately be designated "Fighting Bill" in the printers' cost movement, delivered the principal address at Friday's session, illustrating his remarks with charts on cost finding. Those present who had heard Mr. Hartman on many previous occasions agreed that he outdid himself at this convention. He made an eloquent plea for better business methods among printers, and his earnestness deeply impressed his auditors.

J. S. McMillan, of Monroe, Michigan, pointed out some truths from an entirely new viewpoint. His subject was "The Make-ready," and he applied it to the employing printer himself. With striking originality he made it plain that the "make-ready" of a printer before entering business was as necessary as the make-ready of a type-form before going to press.

Earl R. Britt, of St. Louis, captured the convention with a masterly address on "Why Every Printer Needs a Cost System." He gave ten good reasons, and was highly complimented on the effectiveness of his effort.

R. T. Porte, of THE INLAND PRINTER, was hailed as the simple-cost-system expert. Like a veteran schoolmaster he traced on the blackboard the story of cost in country printing-offices, and in the final summing up made plain to the country printers in attendance that every productive hour in their plants cost at least $1, and that it cost 60 cents an inch to set advertisements for country newspapers, if the advertising was expected to pay the mechanical cost of publication.

Other speakers were "Gene" Turner, of Philadelphia; Henry Allen, of Chicago, who told of "The Need and Value of Organization"; Julius C. Kirchner, of Chicago, who admirably handled the subject of "Credits," and Robert S. Denham, who elucidated "The Advantages of Knowing the Cost of Production on Each Order."

A banquet was given on Friday evening, which was "toastmastered" by Gerald B. Franks, of Peoria, Editor Baldwin, of the Peoria *Star*, delivering the principal address. Chief Instructor Trezise, of the I. T. U. Course in Printing, closed the program at the banquet with an interesting and instructive stereopticon lecture on "The Application of Design to Printing."

At the closing session of the congress a State Ben Franklin Club was organized with the following officers: President, B. Frank Brown, Peoria; vice-president, George E. Cockerton, Danville; secretary, Henry Allen, Chicago; treasurer, E. C. Finch, Aurora. Executive Committee: J. M. Irwin, Quincy; A. J. Barnes, Springfield; Ed. A. Brewster, Joliet; Julius Kirchner, Chicago; Gerald B. Franks, Peoria; Mr. Rolens, Murphysboro.

The selection of the place and time for holding the next meeting was placed in the hands of the executive committee.

Trade Notes

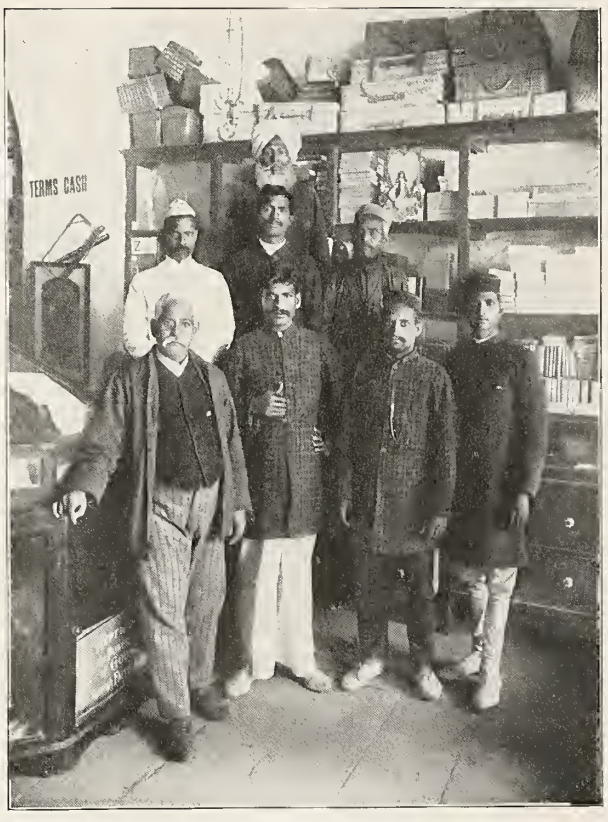
Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

A Printer Hero.

Albert Jesle, a Chicago printer, carried two women and a man through flame and smoke to safety during a recent fire in the printing-office district.

Alleges State Printing Is Padded.

Atlanta Typographical Union is agitating for a State Printer. The legislature will be asked to create such an



Rev. Mr. Ganga Nath, and his assistants in the Book Room, Methodist Publishing House, of Lucknow, India.

office, it being alleged that the people are now paying for more printing than is being done.

New Help for Southern Printers.

Southern Printers' Cost Monthly is the name of a new publication issued at Chattanooga, Tennessee. In its salutatory, entitled "Our Hat Is in the Ring," the little monthly says that it purposes to "aid in educating the printer to a knowledge of his costs; lend him backbone to ask and demand a fair return in profits for his investment." The publishers declare they "acknowledge allegiance to no organization, clique or cliques," and "intend to hew to the line where a question of cost is concerned." George J. Haley, of the MacGowan-Cooke Printing Company, is president; Tom R. Asa, of the Chattanooga Printing & Engraving Company, is business manager, and W. V. Turley, of Pennebaker-Turley, Printers, is editor of the new publication, the subscription price of which is 25 cents a year.

Resents "Lid-lifting" Charge.

The Printing Trades' Club of St. Louis is not so much of a temperance affair, but its officers protested in the public prints against the accusation that it was a "lid-lifting"



The Thompson Typecaster in India. Methodist Publishing House, Lucknow, India.

club. It appears some member of the grand jury visited law-breaking resorts, and stated the printers' club was among the number. This the club resented, saying that the

rooms used by it "are not open to women visitors nor any one not a guest of a member, just as is the case with any other bona-fide club."

New Line-up in a Chicago Concern.

According to a recent announcement from the Breyer Printing Company, of Chicago, E. F. Breyer and A. A. Breyer have withdrawn from the concern, which is now under the management of Louis W. Becker, as president, and G. F. Becker, as secretary and treasurer.

Investigating American Printing Plants.

Jeno Polgar, manager of "Patria" Printing House, Budapest, Hungary, who has been on a tour of the United States, visiting the large printing centers and investigating new appliances and machinery with the object of introducing articles of value to European printers, has taken



Heads of Departments and Foremen, Methodist Publishing House, Lucknow, India.

the European rights of the Autopress Company, which, with the exception of England, has as yet not been introduced abroad. Mr. Polgar was also interested in investigating the Thompson Typecaster, and will make an effort to introduce this machine into Hungarian printing plants.

Publishing Companies to Merge.

John Lane, head of the John Lane Company, of London and New York, says there is in contemplation a consolidation of several of the smaller book and magazine concerns of New York with his company. At least, so says the New York *Sun*.

John Murray Goes to London.

John Murray, for the past six years western manager of the John Thomson Press Company, New York, sailed on the "Mauretania" on May 22, for London, England. Mr. Murray made many friends during his activities in Chicago, who wish him abundant success in his new field, where he will represent the celebrated presses of the John Thomson Press Company, and the Huber.

Shattering an Old-time Tradition.

The Benevolent Association of the pressmen's union of Kansas City, Missouri, set an example when it applied for a charter. It declared that it did not care to sell or even keep liquor on its premises. The court official who investigated the application for a charter of incorporation reported: "I have particularly interrogated the parties as to their purpose to have a social club with bar, and have answer from them that they have no such purpose and are perfectly willing that the *pro-forma* decree of incorporation should provide that no bar be kept or maintained, and that they will not, as a club, keep or provide liquor in any form to members."

Los Angeles May Own Printing-office.

The municipal-paper project in Los Angeles is so pleasing to some people that now there is talk of establishing a municipal printing plant, on the theory that the work can be done more satisfactorily than by competitive establishments.

New State Printer for Texas.

Parker L. Richardson, who served as State Expert Printer for Texas on three former occasions, was again elected to that position by the State Board of Public Printing on April 26, succeeding Thomas H. Napier, resigned. Mr. Richardson was chosen from a list of thirteen applicants, four of whom were from Austin, in which city the new State printer resides.

Watzelhan & Speyer Wins Infringement Case.

The suit instituted by Gilbert, Harris & Co., of Chicago, against Watzelhan & Speyer, representing the Mechanical Chalk Relief Overlay, for alleged infringement of the metallic overlay, has been decided against the complainant. The United States Circuit Court of Appeals handed down an opinion in which it concurs with the opinion of the lower court, which dismissed the case.

Pittsfield (Mass.) Printers Want Eight-hour Day.

It sounds like an echo of a short time past or the contemporaneous note of a less progressive industry, but the daily press tells us that members of the typographical union at Pittsfield, Massachusetts, are on strike for an eight-hour work-day. The employers agreed to give eight hours on January 1 next, but insisted on the open shop, which was unsatisfactory to the union. The affair involves two newspaper offices.

Another Compositor Who Made Good.

Five years ago E. J. McCarthy resigned a position in a Philadelphia composing-room to go on the road for the Lanston Monotype Company. Though his friends knew



Carpenter Shop, Methodist Publishing House, Lucknow, India.

him to be a live wire, there was the usual doubt as to whether he would succeed in his new venture, as many printers strive and some come back. Mr. McCarthy made good, for after three years in the East he was attached to the Chicago office as special representative and inspector,

covering the West as far as Spokane and southern territory contiguous to Illinois. Mr. McCarthy now takes another step onward by acquiring an interest in the Superior Typesetting Company, of Chicago, of which he is vice-president.

The "Original Booster" Moves to Houston.

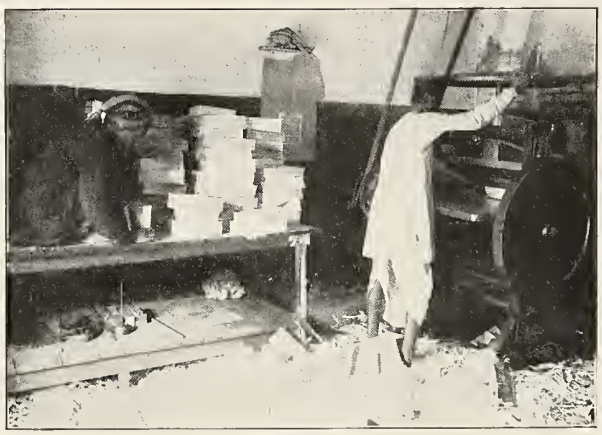
Will J. West, known as the "original booster" of Texas, who endeared himself to the citizens of Livingston, that State, through his tireless energy as editor of the *Polk County Enterprise*, has moved to Houston and identified himself with the Urban Press, a printing establishment of that city. Highly successful as an editor and business boomer, Mr. West is sure to make his mark in the commercial-printing field at Houston.

The I. T. U. Election.

At the time of closing our forms, returns from 620 local unions in the International Typographical Union election, held May 15, indicate that President James M. Lynch has been reelected by about five thousand majority over Fred Barker, of Spokane. Secretary J. W. Hays has been returned by a majority closely approximating that of President Lynch, while First Vice-President George A. Tracy is probably defeated, James M. Duncan, of New York, his opponent, leading by a margin of 450 in a total of 41,292, with three or four thousand votes to be counted. The proposition to raise the salaries of president and secretary from $2,500 to $3,500 has probably won by between one thousand and two thousand majority.

Polyglot Pi.

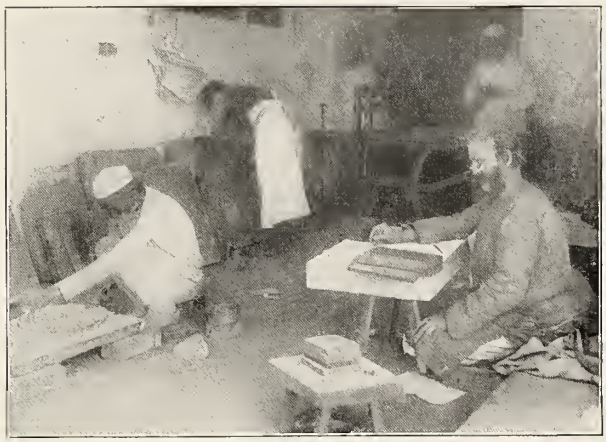
Philip Marcovitz, Isaac Reese and Conrad Gilman, St. Louisans and about sixteen years old, secured jobs in the office of Noah Bushkin, of that city. They said they worked for three weeks without enjoying a "ghost walk." The boss refused to reduce his bank account to the amount of the wages alleged to be owing, and the youths determined to "get even." They did with a vengeance, for they pied the entire office, and as Bushkin caters to a polyglot clientèle, in addition to the usual roman text and display fonts, there were Hebrew, German and other fonts in the mix-up. The boys were arrested for making the polyglot pi, and provided a case for the juvenile court.



Cutting-room.



Stereotyping Foundry.



Lithographing Department.



Dildar Khan, the oldest employee.

THE METHODIST PUBLISHING HOUSE, LUCKNOW, INDIA.

Dexter Company Gives Reception to Employees.

The Dexter Folder Company took advantage of the completion of the large three-story addition to its factory at Pearl River, New York, to tender a reception, on April 12, to the members of the Dexter Folder Mutual Aid Society, and at the same time give a "house warming" to their employees and their families.

The new addition has about ten thousand feet of floor-space, which amply provided for the comfort of the more than seven hundred guests present. Talent was secured in New York for the vaudeville entertainment, which pre-

ceded a banquet, and an orchestra supplied music for those who cared to dance.

The Mutual Aid Society was recently formed for the benefit of the employees, who pay into the treasury a few cents each week and in return are furnished a doctor and medicines, when ill, as well as a weekly allowance. In case of death the family of the member will get a sum of money sufficient to cover funeral expenses.

Printing in India.

The Methodist Publishing House of Lucknow, India, last year celebrated the fiftieth year of its existence. It was started by the Rev. J. W. Waugh, a printer-missionary, in the year 1861, with $200 borrowed capital, half a dozen Indian orphan boys as operatives, and an old-fashioned hand press made from cannon captured by the British during the Sepoy rebellion of just a few years previous. To-day it occupies one of the finest business blocks in the city, employs one hundred and fifty men, has more than a dozen power presses, and the plant and its endowments are valued at $100,000, all of which has been earned by the publishing house itself. In addition to the regular printing work of the mission, the press does a regular commercial business, and enjoys the reputation of being the most up-to-date and the most reliable printing house in north India. A large book and stationery store is also connected with the publishing house.

W. S. Meek, the present agent, who visited America last year on a short vacation, paid THE INLAND PRINTER office a visit and told some interesting stories of his work in India.

The complications which the employer struggles with in handling native labor are manifold. The various castes must be scrupulously respected. The compositors will not distribute type. If letters drop on the floor the compositor declines to pick them up. The distributor boys place all the letters in the cases, and this work is done with the cases on the floor, the distributors squatting at the job. Benches provided for the carpenter-shop are not used, the workmen preferring to work on the floor. If they do use the benches at all they get up and squat on them.

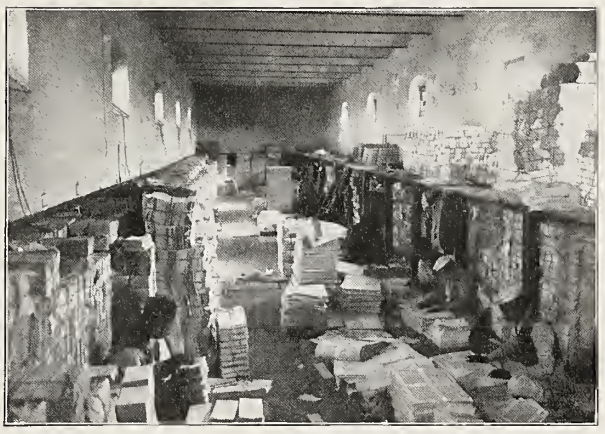
Mr. Meek is a member of a well-known printer family of Wheeling, West Virginia, and according to his own admission has spent five of the happiest years of his life in India trying to teach the people there how to do printing as it is done in America. He does not say how far he has succeeded, but a glance at some of the specimens of printing he displayed plainly showed that he has not failed.

As an indication of the up-to-the-minuteness of these American missionaries in running their publishing house, it may be stated that the first Thompson typecaster to leave America was installed in this office, and, according to Mr. Meek's statement, some thousands of pounds of as good a type as ever was made was turned out by this machine, and is now in use in their book and job rooms.

THE INLAND PRINTER is indebted to Mr. Meek for the illustrations herewith, showing the operations in the various departments of this interesting establishment.



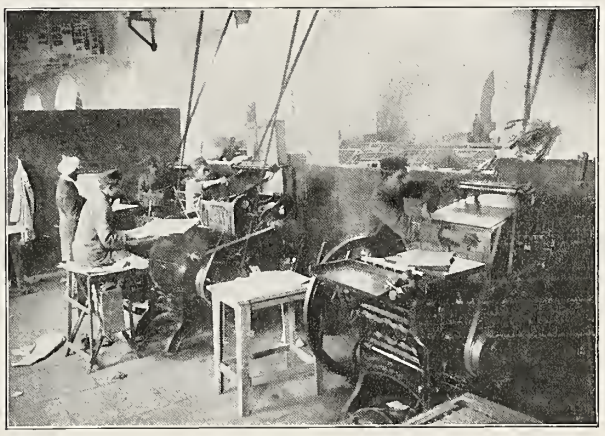
Ruling Department.



Warehouse for Unbound Books.



Hindi Composing-room.



Job Machines.

THE METHODIST PUBLISHING HOUSE, LUCKNOW, INDIA.

New Office Building for Mechanical Appliance Co.

The Mechanical Appliance Company, of Milwaukee, makers of the well-known Watson motors, has just completed the erection of a new office building adjoining the manufacturing plant. The extension in both the direct-current and alternating-current types of Watson motors, which are being used extensively in the printing industry, has made necessary some extra factory space.

Monotype Agency in Larger Quarters.

The Chicago agency of the Lanston Monotype Machine Company, having outgrown the Dearborn street quarters it has occupied for several years, through Manager Joseph Hays has leased one of the large stores in the new Rand-McNally building, and the stock of supplies has been transferred to the new location. The street number is 106 West Harrison street, in the heart of the printing district.

Printers Lead at Newark Show.

President Taft found time in the stress of campaigning to push a button and open the Industrial Exposition at Newark, New Jersey, on the evening of Monday, May 13. As forecast in our May issue, the exhibit of the local printers was the most effective display made at the show. The graphic-arts firms who cooperated in making the show a success included the following: Baker Printing Company, Brant & Borden, Central Electrotype Company, George P. Coles, Essex Press, William Fuss, Groebe-McGovern Company, Grover Brothers, Keim & Schaefer, F. C. Lampe, J. C. Loges & Company, David Longfelder, Mattia Press, Modern Printing Company, Moore Studio, E. E. Morris Printing Company, Mutch & Co., New Jersey Engraving Company, Louis C. Pippert, William Snell, C. Wolber Company, F. Enderlin & Sons, Linotype Composition Company, Louis Nurkin, Buob Brothers, American Advertising Company, the Schultz Printing Company and the Scientific Engraving Company.

Chicago Web Pressmen Strike.

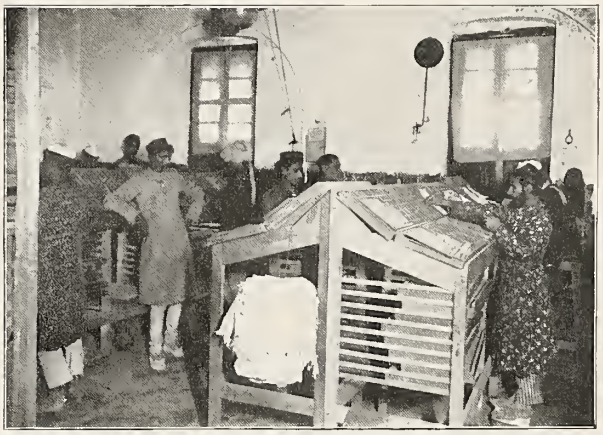
When Hearst began publishing in Chicago he made special contracts with the unions. Two or three years ago he joined the local publishers' association, and when his special agreements expired determined to take advantage of the contract in vogue throughout Chicago. The typographical union made no objection, and signed the new contract over a year ago. On May 1 the pressmen were asked to grant the same conditions as in effect in other Chicago papers, but refused, and a walkout resulted. The stereotypers, who had signed a contract with the Hearst management a few days before, went out in sympathy, and were followed by the wagon-drivers and newsboys. International President Freel declared the action of the stereotypers a violation of contract, and assisted the publishers in securing help. The electrotypers' union refused to aid the strikers, as did also the mailers' and typographical unions. President Lynch was on the ground and vigorously opposed members of the International Typographical Union violating their agreement with the publishers. The strike is still in effect. Although the papers are issuing regular editions, local distribution is inefficient.



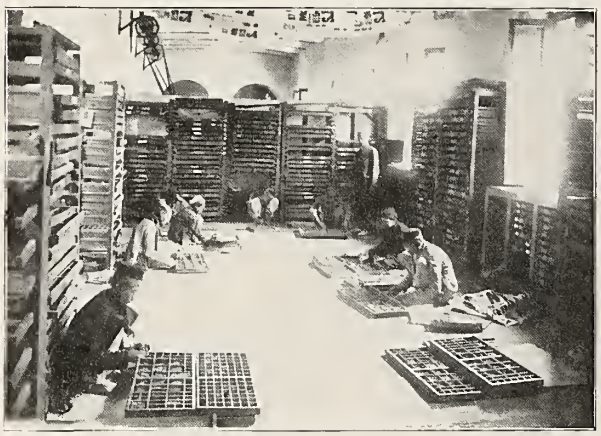
The Publishing House.



Employees of Printing Department.



Job Composing-room.



Distributors.

THE METHODIST PUBLISHING HOUSE, LUCKNOW, INDIA.

Business Notices

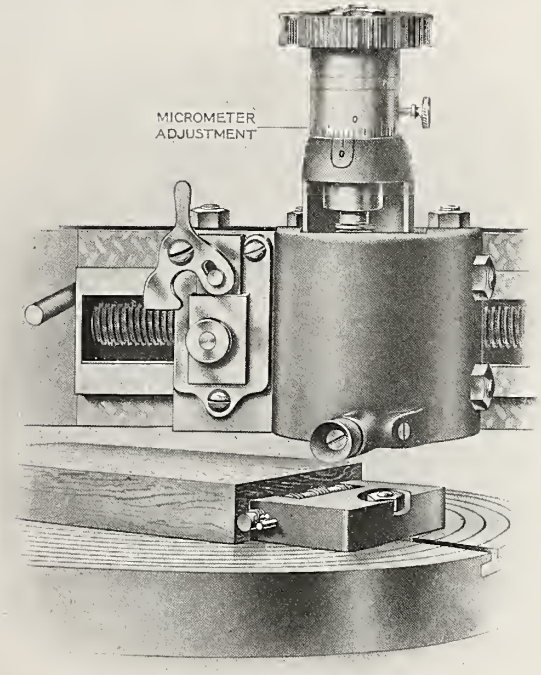
This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

ROTARY TYPE-HIGH CUT PLANER.

The printer and the blockmaker undoubtedly will receive with great favor the National Rotary Type-high Cut Planer, manufactured by the National Printing Machine Company, Athol, Massachusetts. The machine is designed for either wood or metal blocks, and will at once correct all inaccuracies, as it cuts dead level over the entire base of the plate or mount, accommodating work up to 10 by 10 inches, or with a diagonal not greater than 14 inches.

The National is a new type of machine based on the infallible mechanical principle that, in order to obtain a true flat surface, a lathe is the best method that can be used to accomplish it.

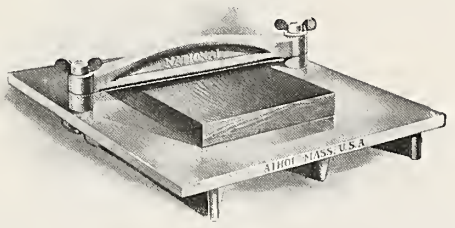
The space occupied by the machine is 26 by 16 inches. The block to be faced is placed face downwards on the bed and clamped in position. The tool is set to the exact height desired through a micrometer attachment illustrated herewith, a type-high setting block also being provided for immediately setting the cutter to exact type-height. The



MICROMETER ADJUSTMENT AND CUTTING TOOL OF THE NATIONAL ROTARY TYPE-HIGH CUT PLANER.

handle is then turned and the plate revolves rapidly, the cutter passing automatically across the entire surface of the back of the block or plate. The bed movement is ball-bearing, insuring ease of rotation.

A saving of from ten to fifteen per cent in the cost of wood bases can be made by removing the metal, trimming the base to the required size for the new metal and surfacing both sides of the base by the use of this machine.



NATIONAL TYPE-HIGH GAGE.

This saving should appeal to every print-shop using cuts to any degree.

The National Rotary Type-high Cut Planer may be driven by hand or power and can be mounted on a table with rollers and moved from press to press in the press-room. As it will save hours of make-ready, it should be a welcome tool to business printers.

The smaller illustration shows the National Type-high Gage, which takes a cut 10 inches wide and any length. This is substantially ribbed, so that it can not get out of shape. A perfectly level and smooth surface can always be depended upon. For full particulars, write direct to the company, at Athol, Massachusetts.

PORTLAND MULTIPLE PUNCHING MACHINES.

"The Warrant, and Things to Remember," is the title of a booklet recently issued by the Southworth Machine Company, Portland, Maine, setting forth some of the things which should not be forgotten by prospective purchasers of punching machines. The booklet is a high-class example of good typography, in two colors, carrying an illustration of the Portland Multiple Punching Machine, together with a diagram explanatory of the points which make the machine unquestionably a valuable addition to the machinery now used by capable printers and binders.

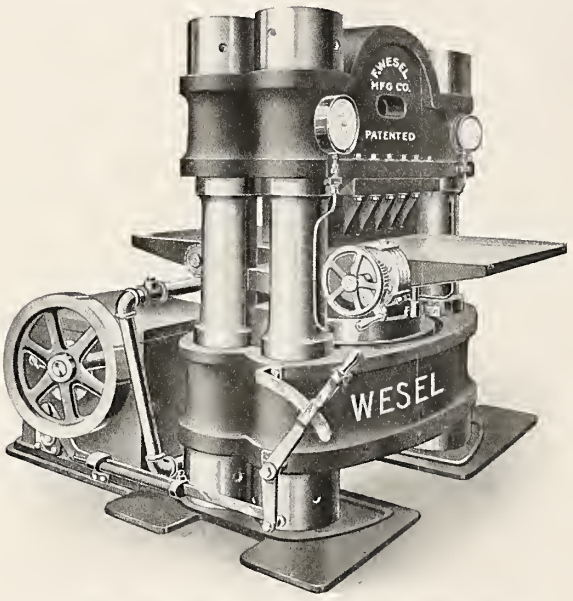
The booklet was designed by Constant Southworth, treasurer and manager of the company, assisted by Leon A. Gray, secretary. Mr. Gray was formerly a printer, and evidently was a good one, too. The work was done by the Southworth Printing Company, of Portland, and the compositor — F. W. Anthoinsen — has shown what splendid effects can be secured by an intelligent cooperation of the printer with the designer.

Undoubtedly the Southworth Company is determined that its printing shall be in keeping with the quality of its products.

A NEW AND VALUABLE MACHINE.

Much has been written in recent years about the Doctor Albert lead-molding process, and different opinions as to its successful application have been expressed on numerous occasions.

In the beginning, the introduction of the new process was met with a cry of opposition from the majority of electrotypers. It was not until a few prominent electrotyping establishments had installed the Doctor Albert lead-molding process in their plants that this process gradually won recognition by the trade. Many of those who at first were the bitterest enemies of the lead-molding process are now the strongest advocates of its use.



DR. ALBERT HYDRAULIC LEAD-MOLDING PRESS "GLADIATOR."

As in the case of every new invention, there was room for improvements. One of the objections found against the lead-molding process in its infancy was the difficulty in producing lead molds in larger sizes.

Owing to the considerable pressure required for direct molding in lead, the size of molds was limited, depending upon the capacity of the hydraulic presses used. The producing of large-size lead molds would have necessitated the installation of very costly and impractical presses of tremendous proportions and weight, not speaking of their heavy operating expenses. This disadvantage has been entirely eliminated in the construction of the Doctor Albert patented Hydraulic Lead-molding Press, "Gladiator," which is manufactured by the F. Wesel Manufacturing Company, of Brooklyn, which concern has acquired the exclusive patent rights for the United States.

The producing of large-size molds is now easily effected by an arrangement for shifting the work under the platen of the press consecutively in sections. The pressure is applied step by step as often as the size of the original requires it. As the shifting of the work takes place automatically, there is very little time lost in this method of molding. We are advised that the F. Wesel Manufacturing Company, to which concern the introduction of the Doctor Albert process is credited, has just put on the market a new type hydraulic press of exceptionally large proportions, which renders it possible to make lead molds of 30 inches width and unlimited length. This press enables the making of perfect lead molds from the finest half-tones up to 330 square inches in one operation with a single impression. By using the patented-step arrangement, molds in sizes of 30 by 60 or 30 by 100 or 30 by any length can be made in a few consecutive impressions.

The illustration shows a perspective view of this machine, which is claimed to be the largest and most powerful hydraulic press ever built for this line of business.

Although of heavy and massive construction, the machine shows the same pleasing design which prevails in all constructions of the Wesel firm.

The press is of the well-known four-rod type, the rods being 9 inches in diameter with heavy buttress threaded nuts. The machine is designed for pressure of over two thousand tons, has automatic release of pressure at any point desired and automatic return of table to original position. The weight of the machine complete is eighteen thousand pounds. The ram has a diameter of 30 inches.

The hydraulic quadruple pump used in connection with the press is the original invention of the F. Wesel Manufacturing Company, and has the advantage of supplying pressure instantaneously and lifting the ram, at a constant and even pressure, faster than any press hitherto known. An automatic arrangement is provided for holding the pressure indefinitely. The control of the mechanism is astonishingly simple.

In molding large-size electrotypes, even pressure at every point of the platen is essential. The Wesel Manufacturing Company guarantees that this problem is successfully solved in the construction of this new machine, and that there is not a fraction of one-thousandth of an inch difference noticeable in the impression throughout the entire surface of the platen.

Owing to the rapid lifting and descending of the table, three molds, each requiring a pressure of 1,200 tons, can be made in one minute. The output of 350,000 square inches can be obtained with the press in an eight-hour day.

The new hydraulic lead-molding press is a great improvement in the lead-molding process and represents a valuable addition to the equipment of any up-to-date electrotyping plant.

The Wesel Manufacturing Company, Brooklyn, New York, will be pleased to furnish further particulars upon application.

INTERNATIONAL TYPESETTING MACHINE COMPANY DEVELOPING IDEAS.

The International Typesetting Machine Company, of New York, is making every effort to embody in its machine as many practicable improvements as can be obtained. The officers of the company realize that no one man, or small body of men, has a monopoly of ideas, and therefore have appealed to the machinists and men having charge of linotype machines for suggestions for improvements.

They have sent out a letter to linotype machinists generally requesting them to send in their ideas and guaranteeing fair treatment. The reputation of the men who make this promise assures a square deal.

Herman Ridder, president of the company, states that many machinists have already taken advantage of this opportunity, and that the company stands ready to pay for any additional ideas it may adopt.

DEXTER FOLDER RECORDS.

What looks like a new speed record for paper folding has been hung up by the United Drug Company at its printing plant in Boston. Recently the company installed a Dexter Circular and Pamphlet Folder to handle its work, which is mostly of eight and sixteen pages. The principal

work for which the folder was wanted, however, was an eight-page fold of a 5 by 7 inch sheet. The folder, which has a feeder attached, attained a speed of 104 a minute for a short run and averaged 7,200 an hour for several hours. This speed was eventually cut down to 45,000 a day to accommodate the maximum output of the company's presses, and this average has been kept up now for several months. These folders are built to handle work from eight to thirty-two pages, right angle, with attachments at the second or third folds for parallel work of eight to thirty-two pages, two or more on.

TYPOGRAPHIC NUMBERING MACHINES ARE A GOOD INVESTMENT.

For some years past the Western Numbering Machine Company, Brooklyn, New York, tried to interest one of the large bank-note companies in its type-high numbering machines for use on printing-presses. The concern had been numbering all its bond coupons — thirty, forty, fifty and sixty to a sheet — on the regular foot-power paging machine. The manager informed the Wetter people that the most expert operator in the company's employ could, under good conditions, print twenty thousand numbers in one day. This is unusual, as the average operator on this style of machine would probably produce fourteen thousand to fifteen thousand numbers.

The concern became interested to the extent of purchasing fifty machines, and, in order to use them in connection with its particular work, it was necessary to put in a 13 by 19 platen press, using fifty machines in one form, for fifty coupons.

At the end of three months, after giving this system a good trial, the bank-note company ordered another lot of fifty machines, and within six months its outfit consisted of fifteen 13 by 19 platen presses, each equipped with fifty machines.

The concern now is producing on an average of forty thousand printed numbers from each press per hour, and is well satisfied with the small cost of the original investment, compared with the results it is getting.

In this particular case the parties at the head of the concern made a thorough investigation in regard to the merits of the different machines of this line, and decided on the Wetter machine, for the reason that it was absolutely necessary at all times to have every figure print very plain on hard bond paper. The investigation they made convinced them that the drop-cipher feature of the Wetter was the only one that would hold up for this exacting work.

The drop-cipher feature has proved out in the most severe tests, particularly with concerns that print numbers on celluloid, one of the hardest tests that a numbering machine can be submitted to.

Interested printers who do this class of work should write to the Wetter Company, asking for further particulars, and stating that they "saw it in the THE INLAND PRINTER."

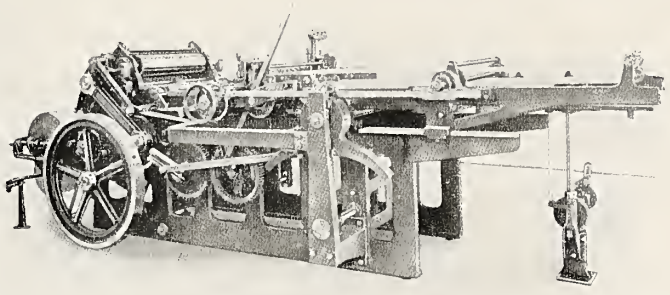
STAR TOOL MANUFACTURING COMPANY WILL MAKE EXHIBIT.

At the convention of the National Press Association, to be held at the Sherman House, Chicago, June 24-27, the Star Tool Manufacturing Company will have something new to show the printers and publishers at the machinery and supply exhibit to be given in connection with the convention. Members of the trade in Chicago and all visiting craftsmen are invited to visit the "Star" booth, at which a few "eye-openers" will be presented to those printers who are planning for greater efficiency in their plants.

BAG-CLOTH PRINTING PRESS.

The illustration shown herewith is of the very latest improved No. 15 Kidder Roll Feed Bed and Platen Press, which was recently built for a well-known company, and especially designed to print on cheesecloth, linen, burlap, canvas or filled goods, in the manufacture of printed cloth bags. These bags are used to contain salt, sugar, flour, rice, cement, etc.

As this press automatically takes the stock from the roll, it is necessary to make these rolls up, as the cloth comes only in skeins. This is done on a combined rewinding and stitching machine, such as is manufactured by the Curtiss & Marble Company, of Worcester, Massachusetts. The skeins are rewound into firm, even rolls, and as each runs out, another is sewed on the end by the stitching device. This machine is operated by a girl, and the rolls of cloth are very rapidly completed up to the desired diameter of about 24 inches.



NO. 15 KIDDER ROLL-FEED BED AND PLATEN PRESS.

The roll complete, this press prints, slits and delivers on an automatic lowering-table, each piece cut to size. A finishing touch given on a "Union Special" or a "Singer" bag-sewing machine, by an automatic factory girl, completes the bag. For example, an average bag-machine girl can sew up the bottoms and sides of 4,000 25-pound sugar bags, 21 by 28 in size, in a ten-hour day, which is at the rate of 400 an hour, and about 6⅔ bags a minute — this allowing only nine seconds for the sewing and handling of each bag. Are they not, indeed, automatics?

The feed of the cloth through the press is so controlled that even cheesecloth is not sufficiently stretched in the operation to interfere with the register; also the parallel-motion tape delivery is a special feature, having been so carefully developed by the Kidder Press Company that the results it gives are perfect, delivering the finished product flat and squared.

The press shown here has an actual printing surface of 12 by 26 inches in one color, or 5¾ by 26 inches in two colors. It can take a web up to 30 inches in width, and the throw of the sheet is in any length up to 32 inches.

This machine is also built with two printing units, each with a printing form 12 by 28½ inches in size, which is capable of printing two colors on a form 12 by 28½ inches, or three or four colors on a form 5¾ by 28½ inches. It takes a web of stock up to 32 inches in width, and throws a sheet any length up to 32 inches. This latter press is

known as the "No. 12" Kidder Roll-feed Bed and Platen Press.

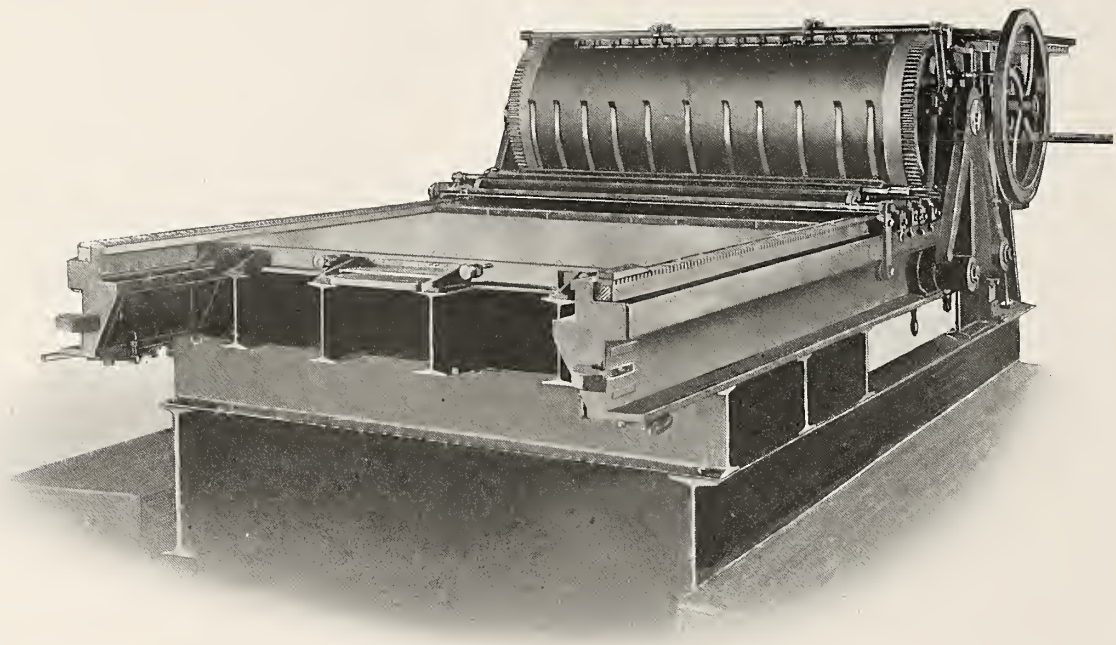
Both presses are guaranteed to give satisfactory results, running at a speed of from 2,500 to 3,000 impressions per hour. The single-unit press requires three horse-power to run satisfactorily, and the double unit five horse-power.

These presses reduce the cost of production over the old methods, and have proved, without question, to be labor-saving and profit-earning machines.

Note the texture and lines of this press — strong, symmetrical and made to work and last. We think you will agree with us that it is the top notch of press manufacture, and a machine to be proud of.

VANDERCOOK MAMMOTH HAND PRESS.

Built for R. R. Donnelley & Sons Company, Chicago, by R. O. Vandercook. Weight, about ten tons; floor-space, 7 by 18 feet; printing surface, 62 by 48 inches. (This illustration was made particularly to show the working details of the press.)



Vandercook Hand Press — Largest in the World.

The machine shown in the illustration is now in operation in the plant of R. R. Donnelley & Sons Company, Chicago. It was designed by R. O. Vandercook and built under his supervision at the machine-shop of Reichel & Brews, Chicago.

The purpose of the machine is to save time in make-ready and register of large forms, and to give abundant time for press-proof revising without holding up the running presses.

The special features of the machine are: Accessibility to the form; it is as free as an imposing-stone on three sides — no feed-board, sides or anything else to interfere with the workmen or the light, in building up the form to absolute type-height. Rigidity under impression: there has been accomplished on this machine that which never before has been done on any other machine of its approximate size — that is, its absolute rigidity under impression. It will take a solid form full size of printing surface or a single letter without any change of tympan, and given type-forms that are actually type-high, there is absolutely no make-ready required for perfect printing, no matter what size the form may be.

Power and a sheet delivery can readily be put on the machine, but for the purpose for which the machine was built these additions do not seem to be necessary. The comparatively few impressions that will be taken on the press make speed in taking an impression very secondary to the other features of accessibility, rigidity, and all-around handiness of operation, in taking the few copies needed from the forms. The cylinder goes over the form with a steady but slow motion, and with very little physical effort. The ink distribution is simple, but efficient, and consists of four form rollers, riders, and two especially designed angle rollers with riders. Pulling a small lever on either side of the press automatically lifts the form rollers and riders, so as to leave the form rollers free from all contact. This feature is essential because of the long waits between impressions.

The press is fed from a feed-board that is horizontal and not on an angle. Grippers take the sheet and carry it with the cylinder over the form, and at the end of the travel the grippers open automatically and the sheet is taken off the cylinder by hand.

One of the basic patents on this machine is the trip or the method used to cause the cylinder to rise on its return to the feed-board. In its general features it is the same as that used on the Vandercook composing-room cylinder and a number of other machines designed by Mr. Vandercook. This trip overcomes what hitherto has been the greatest objection to the oscillating press.

If the pressman in charge of the running press does not get approximately the results from the first impression as obtained on the make-ready press, he can save much time in make-ready by adjusting the running press. The proof from the make-ready press shows him immediately that the

form is type-high, and if his press shows up light in spots, he knows that the defect is not due to the form, but to the adjustment on the press.

Every form from the make-ready press is a test form, and, with these as a guide, it is possible to keep the impression of the running presses always in the best of condition, and thus save much time in make-ready.

The cost of construction of the make-ready press is about one-half the cost of building a regular press of like size, and it is impossible to get on a regular press the rigidity of impression or the accessibility to the forms or the all-around handiness of operation for the purposes intended.

CROCKER-WHEELER COMPANY.

The business of the Crocker-Wheeler Company is increasing so rapidly on the Pacific coast that J. E. Fries has been transferred to the San Francisco office as Pacific coast engineer. With this addition to the present organization, prompter service than ever can be given to current inquiries. On April 1 the company opened an office in the Title Insurance Building, in Los Angeles, California.

A NOTABLE CONVENTION EXHIBIT.

During the convention of the Associated Press and the American Newspaper Publishers' Association, held at the Waldorf Astoria Hotel in New York, commencing April 22, the Lanston Monotype Machine Company had what was perhaps one of the most noteworthy exhibits of machinery in actual operation which has ever been set up in the hotel for convention purposes. This exhibit was made in one of the small parlors on the convention floor and consisted of two complete casting machines, one with the eighteen-point attachment applied, a style D and a style DD keyboard, besides a typecasting machine which was constantly busy in casting type for the cases.

All of the machines were run under ordinary commercial conditions, the operators, in fact, having been selected from monotype offices in which the newspapers are used on advertisement and news work. A great variety of combinations of matrices were used in order to demonstrate the quick-change possibilities of the monotype on news or advertisement work, and some very complicated examples of department-store advertising, which could not be composed otherwise except by hand, were composed at the keyboard and quickly run off the machines, to the delight of many publishers who had never before seen the monotype in actual operation on newspaper copy.

It took the Monotype Company's men exactly one whole day of twenty-four hours to make this installation complete and ready for service, and the booking agent of the Waldorf, who had arranged for many similar enterprises, said that it was without doubt the quickest work he had ever seen on an exhibit which was so complete.

As a result of this exhibition, the Monotype Company has booked orders for a considerable number of standard equipments and typecasters, besides impressing upon a great many publishers and mechanical executives the value of the monotype in the newspaper composing-room.

MAKING THE MARKET.

Producing and selling in the printing business are closely interwoven. The printer is both manufacturer and salesman; but I am not ready to assert that good salesmanship is a noticeable characteristic of the fraternity, and surely printed salesmanship — real, live printers' advertising — is rare indeed. You might gather up most of the cards and blotters and leaflets put out by average printers, and the greatest difference among them would be found in color scheme and stock — not in text. You would almost imagine somebody had syndicated the wording and furnished blanks ready to imprint. Their most frequent appeal is "finest printing at lowest prices" or words to that effect. Think of this!

Why say "lowest prices"? In the first place, low price can not be synonymous with fine printing; and in the second place "a low price" is the customer's cry. Why add your voice to his din already directed against yourself? You can't build a profitable business on low prices, because the kind of customers you get on the price argument will always take a lower price when they can get it. And if your product is really meritorious, just remember that anybody can give a good thing away, but to convince a man that he ought to buy at your price what you offer to sell him takes salesmanship.

The basis of good salesmanship rests within one's self. I must truly believe in my goods. Being a printer with a cost system, I know their cost and naturally desire to sell them at a profit; but neither my knowledge nor my desire is an element of salesmanship. To sell, I must prepare myself; think up every possible strong point about my goods; satisfy my mind as to the prospective customer's needs; become enthusiastic over the value I have to offer, and let it loom big in my own mind — then go out and convince the purchaser.— *W. Elmo Reavis, Los Angeles.*

WHITE AND RED HONESTY.

An amusing incident of the difference between white and red honesty is told by General Miles, whose book of memoirs, "Serving the Republic," was recently published. "Several years ago Bishop Whipple was sent by the Government to hold an important council with the Sioux nation," says General Miles. "The Bishop was a most benevolent man and a good friend of the Indians, having sympathy for and influence with them. It was in midwinter, and a great multitude of Indians had gathered in South Dakota to receive this messenger from the Great Father at Washington. Before delivering his address to the Indians the Bishop asked the principal chief if he could take off his fur coat in safety. The stalwart warrior, straightening himself up to his full height with dignity, said that he could leave it there with perfect safety, as there was not a white man within a day's march of the place."

NEW MONOTYPE-LINOTYPE PLANT.

The Superior Typesetting Company, of Chicago, has installed a battery of monotypes and an up-to-date make-up department, and will operate a combination monotype and linotype plant. The company was recently reorganized with Morris Klein as president, E. J. McCarthy as vice-president, and John J. Smith as secretary. Mr. McCarthy was formerly special representative of the Lanston Monotype Company, and Mr. Smith sales manager of the Walden Typesetting Company.

Mr. Klein is planning an automobile tour of Indiana and Ohio, and will attend the convention of the Ben Franklin Clubs of America in Cleveland in June.

CHARLES HUARD, the French artist, is best known in this country by his drawings, but he is also an etcher of great merit, and in the June *Scribner* a number of his best etchings will be reproduced with an article by Madame Huard, who is a daughter of Francis Wilson, the actor.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLIX. JUNE, 1912. No. 3.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

AGENCIES.

FORMER manager of an American printing machinery company in Paris, speaking English and having an established office, centrally located in that city, desires to represent American firms on the Continent; thoroughly acquainted with the printing and allied trades; best references. Address LE PROU, 8 Rue de la Pepiniere, Paris, France.

THE UNDERSIGNED solicits agencies with sole control for Great Britain of American machinery adapted to printing, stationery and bookbinding trades. References given if desired. P. LAWRENCE PRINTING MACHINERY CO., Ltd., 57 Shoe Lane, London, E. C.

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, eloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

FOOTE & DAVIES COMPANY, Atlanta, Ga., have published a chart showing at a glance the cost of all binding materials in any size blank-book and in various styles of bindings, ranging from a 100-page half-bound cap book to a 1,000-page double royal full-leather-bound book; this table is very useful and saves a great deal of time in computing cost of binding material. Price, $1.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS — A book for the printer with a cost system, or intending to instal one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

FOR SALE — A printing business and complete plant including bindery in a rapidly growing city of more than 100,000 population, costing originally more than $17,000, located in the heart of the business district, on the ground floor and doing a large business; 5 C. & P. Gordons, Miehle cylinder and Harris Automatic presses, standing press, cutters, perforators, wire stitchers, ruling machines, punching machines, abundance of type, over 2,000 lbs. leads and slugs, cabinet and type stands, stones, steel and metal furniture, office fixtures including typewriter and extra large Diebold safe, about $1,000 worth of paper stock, envelopes, etc., good will and franchises of 29 years' accumulation in business; electric power and electricity or gas for lighting; on account of ill health owner wishes to retire and will sell at a sacrifice to quick buyer. Easy terms. F 830.

SALES ORGANIZATION — To the man having the ability to form and manage a selling organization to take over the marketing of a patented device needed by printers, very liberal terms will be made; more than $25,000 has been expended in perfecting the manufacture; no additional capital will be required, except such as may be necessary to carry on the selling; salesmen will need to be specially instructed and trained. E 800.

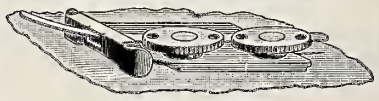
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

FOR SALE — Complete plant for the manufacture of printers' rollers; owing to discontinuance of that part of our business, we will offer the plant at a low price to effect quick sale; complete inventory, with prices, will be supplied upon request. BARNHART BROTHERS & SPINDLER, Washington, D. C.

FOR SALE — Newspaper and job office; will prove big business by books and files; permanent paying business assured; no junk shop; no competition; exceptionally enterprising growing town with large supporting tributary country; no trades or leases. RECORD, Kanawha, Iowa.

FOR SALE — Engraving plant, cost over $3,000 to equip; will sell for $2,400 time, or $2,000 cash; good location, correspondence solicited. INTERSTATE ENGRAVING CO., Bloomington, Ill.

$2,000 NET ANNUAL PROFIT — My newspaper in southern Michigan town of 1,000 for sale; established 34 years ago; $2,500 cash; $3,000 on terms to suit; no incumbrance. F 815.

A PAGE of woman and girl features furnished one time a week, great circulation maker; for sample, write G. D. LATUS, 625 Woodbourns av., Pittsburgh, Pa.

FOR SALE — Good-paying county seat weekly, Republican, netting $2,000 annually. JOHN RUF & SON, Carlyle, Ill.

Publishing.

MONTHLY MAGAZINE; national circulation; much editorial and art material; easy terms. HARRIS-DIBBLE COMPANY, Masonic building, New York.

ENGRAVING METHODS.

CANFIELD'S NEW METHOD OF ENGRAVING enables any printer to make zinc or copper reproductions of pictures taken from newspapers, magazines, catalogues, commercial work, drawings and prints (same size); excellent for half-tones, color-work; purely mechanical, no knowledge of drawing or photography necessary; reproductions are made with aid of gas, electric or day light; complete outfit — coating machine, chemicals, metal plates, base, instructions, etc., $7.50; specimens free. H. CANFIELD, Germantown, Philadelphia, Pa.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a secondhand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, easemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

FOR SALE — A complete lithograph plant, Harris offset press, 22 by 34, 2 Hoe stone presses, 2 transfer presses, 1 Fuchs & Lang ruling machine, zinc plates and stones; in fact, everything that goes with an up-to-date outfit; it is in perfect condition, having been in use less than two years, and is a bargain for any one who is interested; will sell as a whole or in part, on reasonable terms. BYRD PRINTING COMPANY, Atlanta, Ga.

FOR SALE — Secondhand machinery in first-rate condition; 1 two-roller Cottrell drum cylinder press, 31 by 47, suitable for country newspaper; 1 Acme self-clamping paper-cutter, in good condition, 48-inch; 1 Hoe stereo planer, size of bed, 18¾ by 26¼; 1 Seybold upright embosser, will emboss sheet 26 by 33. KEMPER-THOMAS COMPANY, Cincinnati, Ohio.

LINOTYPE MACHINES, motors, remelting furnaces, matrices and molds at half price; machines rebuilt and modernized in our own shop constantly on hand for immediate delivery; linotype machines and supplies bought for cash. F. C. DAMM, 834 Wabash av., Chicago.

FOR SALE — A 27 by 40 Whitlock press; has had less than thirty days of real use; absolutely good as new; will do anything that can be put upon it, from plain black printing to the best three-color work; write for price and terms to P. B. BROWN, Harlan, Iowa.

FOR SALE — One Model No. 5 Linotype that has had less than two years' use, equipped with two extra magazines, two extra fonts matrices and large assortment of accents, special characters, etc. LANCASTER PRINTING CO., 241 Cherry st., Lancaster, Pa.

FOR SALE — Our complete linotype plant, consisting of two Model No. 4 quick-change, double-magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two-letter matrices. KEYSTONE PUB. CO., 809-12 N. 19th st., Philadephia, Pa.

BARGAINS IN FOLDERS — 28-inch Anderson, single-fold, $120; 20 by 26 Chambers, front feed, three-fold, speed 2,000, $125; 22 by 28 Chambers, front feed, three-fold, speed 2,000, $140. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago, Ill.

FOR SALE — Miehle 4-roller, 2-revolution, 46 by 65, with sheet delivery, late model; now running and in perfect order; too large for our use only reason for selling; will sell without Dexter automatic feeder for $2,859, or $3,850 with feeder. F 860.

LINOTYPES FOR SALE at a bargain, Models 1, 3 and 5; guaranteed good running condition; cheap for cash; easy terms to reliable party; extra magazines, motors, matrices, etc. GREENEBAUM BROS., INC., 159 William st., New York.

FOR SALE — Wesel patent iron grooved blocks as follows: One each 37 by 52, 36 by 51, 31½ by 46, 31 by 42, five of 26½ by 39, and three 14 by 22; any or all of the above at a bargain. T. D. M. CO., Red Oak, Iowa.

FOR SALE — Our complete linotype plant, consisting of No. 2, No. 4 and No. 6 machines, equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

FOR SALE — Crowell tablet binder — measures, moistens and cuts strip; useful in any bindery; perfect condition; price, $45; cost $75. CENTRAL PAPER & TABLET CO., Indianapolis, Ind.

FOR SALE — Two 15 H. P. gas engines, Otto and Fairbanks-Morse; good as new; will take half price, account changing motive power. AMERICAN PRINTING COMPANY, St. Joseph, Mo.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — 32-inch Burton Peerless perforator in fine condition, have no further use for it; will sell for $150, cost $350. CENTRAL PAPER & TABLET CO., Indianapolis, Ind.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

FOR SALE — One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. FRANKLIN PRINTING CO., 416 W. Main st., Louisville, Ky.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. D 638.

FOR SALE CHEAP — Campbell pony, 34 by 50 bed, good condition. E. B. LOVELAND PRINTING CO., Mt. Vernon, N. Y.

FOR SALE — Four-roller, R. Hoe cylinder press, 29½ by 43 inch. ROSENTHAL BROTHERS, 314 S. Canal st., Chicago.

FOR SALE — Hoe cylinder press, 36 by 52, four-track; will sacrifice. ELKINS MFG. CO., Philadelphia, Pa.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete. JACKSON & BELL, Wilmington, N. C.

FOR RENT.

FOR RENT — Move from high-rent district to handsome new fireproof five (5) story, well-lighted building, steam heat and elevator; in the center of large, growing suburb; excellent transportation and good labor market; 5,000 feet spaces or entire building, cheap power furnished. F 843.

HELP WANTED.

Bookbinders.

WANTED — An all-around man — ruler and binder; wages $25 per week, eight-hour day. LEADVILLE PUBLISHING & PRINTING CO., Leadville, Colo.

Compositors.

WANTED — A first-class job and catalogue compositor, and a monotype caster-operator who is also a compositor, by one of the best-equipped nonunion plants in the Central West; wages $21 per week of 50 hours. F 447.

MONOTYPE OPERATOR — Swift and clean; tabular and straight matter; steady work and high wages to right man; union; unless extraordinary, do not reply; men only; D board. F 816.

PRINTER — An "agency ad." man, clean and fast; good opportunity; send samples, if possible; state wages; union. S. WILLENS & CO., 542 S. Dearborn st., Chicago, Ill.

WANTED — Thoroughly competent compositor, producing highest-class job and catalogue work; must have original ideas. BOX 593, Troy, N. Y.

WANTED — All-around printer; married man preferred; steady job, good wages. Address TETON VALLEY NEWS, Driggs, Ida.

Correspondents.

WANTED BY EXPORTING HOUSE, English and Spanish correspondent familiar with printing presses and printing machinery; state previous connections, experience and salary. E 804.

Engravers.

WANTED — Dry-plate operator, a first-class man who could also direct commercial photographic department; a suitable man would have the option of procuring interest in a dividend-paying business. RANSOM ENGRAVING COMPANY, Ltd., 14 Princess st., Winnipeg, Can.

Foremen.

WANTED — A first-class job man to take entire charge mechanical department weekly newspaper and job plant doing business of $1,000 a month; must be specially qualified for high-grade Gordon business, which can be largely increased; must be up on colorwork; want man who can take $1,500 worth of stock, paying at least $500 down — not that money is needed, but that he may feel that vital interest in business that will prompt close watching of the leaks which depreciate profits, and who wants dividends as well as regular pay-check; absolutely clean man, practical, energetic, with high recommendations, can get excellent start in fine Nebraska town of 10,000; let banker attach letter stating your ability as to making investment, and give plenty of references as to character and standing among real business men. F 842.

SUPERINTENDENT WANTED — A large establishment, located in St. Paul, Minn., wants a man capable of giving general superintendence to a modern printing, blank-book and commercial lithographing plant; must not only be a good manager of help, but a good salesman and able to develop trade; the plant now produces commercial printing, advertising literature, blank-book and loose-leaf work, bank and commercial lithographing; applications will be treated in confidence, and must be accompanied by a full statement of past history and such references as may be consistently offered in view of confidential nature of application; habits must be above reproach and ability unquestioned. H. A. BLODGETT, President, Brown, Treacy & Sperry Co., St. Paul, Minn.

Miscellaneous.

THE CROWELL PUBLISHING CO., publishers of *Woman's Home Companion*, *The American Magazine* and *Farm and Fireside*, in view of the large expansion in work at their plant at Springfield, Ohio, early this coming fall, wish to get in communication with high-grade compositors, electrotypers and flat-bed and rotary nonunion pressmen. Positions available about September 1. Write, giving full particulars and references, to the Superintendent, CROWELL PUBLISHING CO., Springfield, Ohio.

Pressmen.

THE ROYCROFT SHOP, East Aurora, N. Y., has openings for job pressmen, feeders, also two-thirders; highest grades of printing handled, exceptionally fine equipment; splendid opportunities for ambitious workers not to be found elsewhere; prefer young men with country-office experience.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Salesmen.

SALESMEN — Responsible, high-grade men throughout United States to handle $20 specialty appliance needed by every printer; good commission and excellent cooperation from established house. E 801.

SALESMAN WANTED for printing, lithographing and office appliances. Apply CHRISTIE LITHOGRAPH & PRINTING CO., Duluth, Minn.

INFORMATION WANTED.

CHARLEY S.— Emily understands all; still waiting; faith in you. Write me. D. H. DRYBURGH, 918 W. 87th st., Chicago, Ill.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York; seven Linotypes; day and evening classes; lesson sheets; mechanical instruction; employment bureau; hundreds of successful graduates. Write or call for particulars.

PROPOSALS FOR MATERIAL, ETC.

GOVERNMENT PRINTING OFFICE, Washington, D. C., May 16, 1912. Sealed proposals will be received at this office until 10 o'clock A.M., June 17, 1912, for furnishing leather, book cloth, gold leaf and other material for the public printing and binding to the Government Printing Office during the fiscal year ending June 30, 1913. The right to reject any and all bids and to waive defects is reserved. Detailed schedules of the material, etc., required, accompanied by blank proposals, and giving the regulations with which bidders must comply, may be obtained by addressing SAM'L B. DONNELLY, Public Printer.

SITUATIONS WANTED.

Accountants.

EXPERT COST MAN and accountant, with practical experience in printing business, desires situation. E 792.

Ad.-men.

EXPERT BUYER of printing and detail man desires to connect with western advertising agency; plans and lays out all kinds of advertising matter; practical printer, capable of taking charge of agency printing-office; has good connections now, but wants to take charge. F 856.

Artists.

SITUATION WANTED with large printing and engraving house in Chicago by artist who does designing of fine catalogues, books, mechanical drawing and photo retouching. E 777.

Bookbinders.

BINDERY FOREMAN — Competent in all branches, thorough business experience, good mechanic and manager of help, steady, reliable, wants position. F 459.

ALL-AROUND BOOKBINDER and folding-machine operator desires position where his services will insure advancement; age 21; German. F 846.

POSITION WANTED by practical all-around bookbinder and foreman. F 855.

Compositors.

SITUATION WANTED by printer, 20 years' experience, advs., jobs or make-up; sober, reliable, references. JAMES, 128 E. Maumee st., Adrian, Mich.

Engravers.

SITUATION WANTED — Young man, copperplate engraver, desiring to learn photoengraving; state time to learn and wages given; can design and do pen-and-ink work; don't drink or smoke. THOMAS KEITH WALLACE, 121 Shelter st., Rochester, N. Y.

Foremen.

WORKING OR DESK FOREMAN wants to change localities account wife's health; 33 years old; do not drink; absolutely reliable; A-1 compositor and executive; student of system, efficiency and up-to-date shop methods; doubled efficiency in plant where now employed. F 375.

WANTED — Foremanship of book or job department; has desk and floor experience; East preferred. F 799.

Newspaper Men.

A LITERARY GENTLEMAN of experience will undertake the book and theater reviews for several weekly and daily newspapers who do not wish to employ a regular staff contributor; charges reasonable and references furnished. F 822.

Operators.

LADY OPERATOR wants position; competent; best of references; nonunion. F 821.

Pressmen.

A FIRST-CLASS, all-around pressman, can furnish any amount of references as to ability and character, wishes to get connected with a good print-shop in a town from 60 to 150 miles from Chicago; in a shop that wishes to increase business, as he has in view a class of work that can be had by a little exertion, and, if necessary, can put in some cash in a progressive concern. F 832.

HIGH-CLASS PRINTERS ONLY — If the printing of your catalogue is not satisfactory, do you want pressroom foreman capable bringing same highest standard excellence? Expert vignette and colors; will guarantee to equal engravers' proofs; open position last week in June; confidential. F 473.

STEADY SITUATION wanted by young married man 23 years old as cylinder pressman; capable of turning out first-class work in reasonable time; nothing less than $18 per week. H. S. NICHOLSON, 1334 Chouteau av., St. Louis, Mo.

PRESSROOM FOREMAN, experienced in general edition book, catalogue and color work, both cylinder and rotary presses; ten years with present employers; competent, sober and reliable; references, if desired. F 837.

PRESSROOM FOREMAN would like to secure position with progressive firm; good executive ability, reliable, temperate and experienced on all grades of printing, desires position as foreman. F 845.

COMPETENT CYLINDER PRESSMAN desires position, small town in Northern States preferred; age 25, married, sober and industrious. F 847.

WANTED — Position by a first-class cylinder pressman; 18 years' experience. F 833.

Proofreaders.

PROOFREADER, practical A-1 printer, accurate reader, with years of experience in high-class commercial houses, seeks position. J. F. HUGHES, General Delivery, Newark, N. J.

PROOFREADING position by young woman; thoroughly experienced. MRS. HERRON, 514 Russell, Covington, Ky.

Superintendents.

WANTED — Position in bindery, preferably finishing; 20 years' experience, practical at both forwarding and finishing; had charge for some time. J. G. MEYERS, 1008 Sarah st., S. S., Pittsburgh, Pa.

SITUATION WANTED, as superintendent or foreman, by man of 20 years' practical experience. H. F. KARNES, 3514 Butler st., Pittsburgh, Pa.

WANTED TO PURCHASE.

WANTED — Good secondhand web perfecting press to print catalogues, magazines and telephone directories on book or news, size not larger than 8½ by 11; must deliver folded and without offset; of good speed and standard make; can not afford to experiment; send samples of work, speed, and every possible detail wanted; also gathering and punch and stringing device for books 1½ inches thick. Address M. P., care United Typothetæ, Heisen bldg., Chicago.

WANTED — Cylinder press in first-class condition, large enough to take sheet 25 by 38; not less than three rollers; if you have a bargain for cash, write us. MELLICHAMPE BROTHERS, 106 Redding bldg., High Point, N. C.

WANTED — For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price, M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

WANTED — Secondhand Miller saw-trimmer; give full particulars as to equipment, price asked, etc. C. SCHWEIM, 138 Lafayette av., Detroit, Mich.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. F. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bull-dog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 LaSalle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photoengravers' Machinery and Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery. Write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

REBUILT guaranteed printing and bookbinding machinery, and material; send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass. tf

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
ALLIED FIRMS:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-13

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-12

Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Roller Racks and Overlay Tables.

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. Promoting "The Johnson Way" reliable method of roller care.

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-12

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. tf

Type.

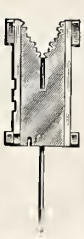
TYPE — Best type made, 35 cents a pound; your old metal taken in exchange. Send sample order; if not satisfactory return it, and your money comes back. New catalogue just off the press. PEERLESS TYPE FOUNDRY, Dept. I, Winona, Minn. 6-12

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-12



Solid Gold Matrix Stick-pin

Machinists and Operators who have pride in their calling are buying and wearing it.

Employers can make no more suitable or pleasing present to their employees.

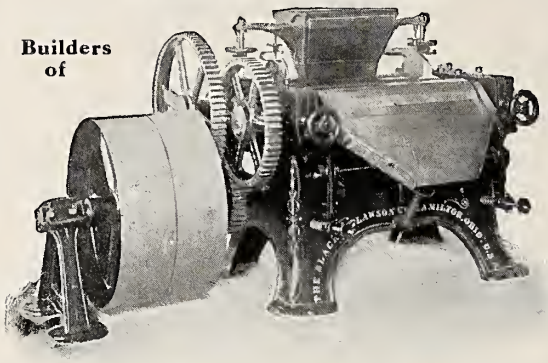
Sent postpaid on receipt of $2.00

THE INLAND PRINTER CO.
632 Sherman Street, Chicago



THE BLACK-CLAWSON CO.
HAMILTON, OHIO, U. S. A.

Builders of



INK GRINDING MILLS with 3 Chilled Iron Rolls
Sizes — 6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches.
With or without Hoppers. Solid or Water-cooled Rolls.
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

Matrices and Moulds Saved!

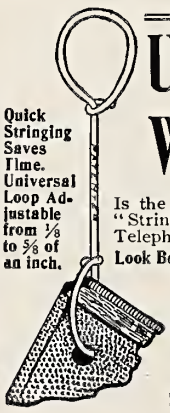
All our Matrices and Moulds were saved from the unfortunate fire of April 9th. The casting machines are still intact and the brass rule department undamaged. The business will continue, and we have been able to draw from stock of branch houses and agencies and are filling all orders as usual.

THE H. C. HANSEN TYPE FOUNDRY
Established 1872 190-192 CONGRESS STREET, BOSTON

To Make GOOD Pads
Use
R. R. B. PADDING GLUE

Write for my special trial offer

ROBERT R. BURRAGE
83 Gold Street **New York**



The **Universal Wire Loop**

Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.



Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.
Look Better and Won't Break or Wear Out!
Let us send sample and quote you prices.

WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT • • • • MICHIGAN

PATENTED
This cut illustrates one of the various sizes of hangers for books ¾ to 8 inches in thickness.

"Isn't This a Cameo Job?"

You should ask yourself that question about every new piece of work. Cameo is a staple — for every-day use. It enriches illustrations, deepens half-tones and dignifies type. Cameo lifts any job for which it is used out of the commonplace and wins attention and favor by its very appearance — it is so noticeably different from other paper.



CAMEO PAPER



Coated Book—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions :

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

BUTLER·BRANDS · PAPER · THE BEST ·

Your Reputation

as a producer of quality printing depends very largely upon your ability to judge paper. Inasmuch as none of us is infallible and time is a precious element, it is clear that the best way, when paper problems confront you, is to consult a paper house of long experience whose lines are carefully chosen with respect to quality and price — where the paper business has been reduced to a positive science. Give us an opportunity to show you that it will be profitable for you to deal with us.

J. W. Butler Paper Company CHICAGO
Established 1844

Dennison
QUALITY



The Argument for the Printer In Selling His Customer Stronger Tags

ONE lost shipment in the majority of cases is worth two or three times—yes, and sometimes twenty or thirty times the price of ten thousand tags. Cheap tags are the causes of lost shipments. Railroads rule against them.

Dennison's
TRADE MARK

Standard All Rope Tags Stay On

Give your customer a sample of a Standard Tag, and ask him to tear it. Show him the rope fibres. If he has had cheap tags and lost shipments because of them, he will be impressed by the strength of the Standard tag. Sell Dennison Standard Tags and establish a reputation for Quality Goods.

Write for Samples

Dennison Manufacturing Co.

THE TAG MAKERS

WORKS AT FRAMINGHAM, MASS.

Stores at

BOSTON
26 Franklin Street

NEW YORK
15 John Street

NEW YORK
15 W. 27th Street

PHILADELPHIA
1007 Chestnut Street

CHICAGO
62 East Randolph Street

ST. LOUIS
905 Locust Street

Offices in Thirty-three Principal Cities

A Numbering Machine

that is better than the one that is "just as good"

IS THE FIRST REQUISITE TO

Good Numbering

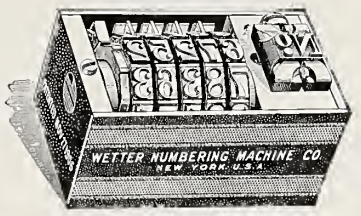
To meet *cheap* competition we have followed the only proper course of making "WETTER" machines better than the other fellow's.

All orders and inquiries entrusted to us are handled by men of experience, and the finished product is Numbering machines that can not be surpassed in design, finish, accuracy and durability, and which are adapted for the work they are intended.

"Occasionally a dealer is tempted to suggest something "just as good," sacrificing his own opinion in order to make a little better commission on the sale — but to protect yourself, *insist* on having

CARRIED IN STOCK BY ALL DEALERS

The Only Machine with a Drop Cipher that Won't Get Low

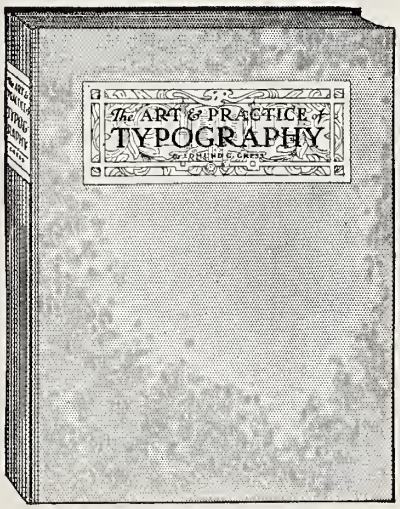


The WETTER

WETTER NUMBERING MACHINE COMPANY
335 Classon Ave., Brooklyn, New York, U. S. A.

The Art and Practice of Typography

By EDMUND G. GRESS



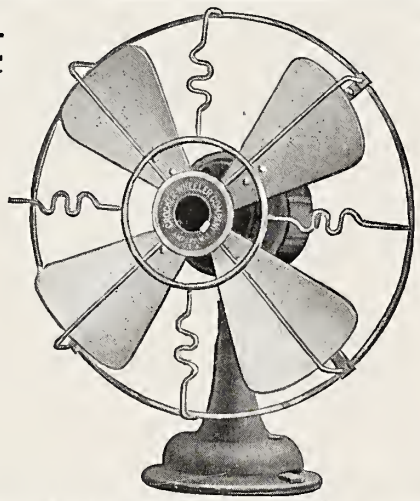
This book contains almost 100,000 words of instructive matter, besides fifty large color inserts and seven hundred reproductions of high-class commercial printing.

Size 9½ x 12½. Cloth, price postpaid, $5.

The Inland Printer Company

632 South Sherman Street, Chicago, Ill.

ELEC-TRIC FANS 1912



CROCKER-WHEELER 9-INCH DESK FAN

It consumes only about one kilowatt in forty hours.

It is light and easily handled.

It operates noiselessly.

The fan blades and guards are of polished brass, and the stand and motor are in gun metal finish.

Send for our Bulletin 147-E

CROCKER-WHEELER COMPANY

AMPERE, N. J. BIRMINGHAM BOSTON CHICAGO CLEVELAND
DENVER DETROIT NEWARK NEW HAVEN NEW YORK
PHILADELPHIA PITTSBURG SAN FRANCISCO SYRACUSE

DEER LAKE WEDDING

SNOW WHITE — VELLUM FINISH

High-Grade Paper and Bristol for Announcements Menus, Folders, etc., at a popular price.

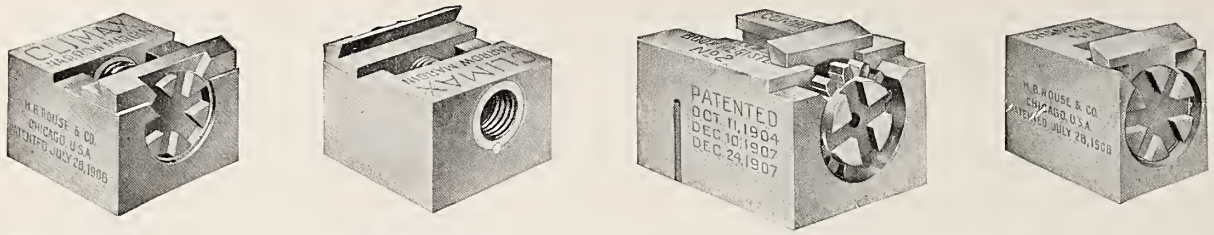
Wedding Invitations

¶ Note Sheets in FIVE correct and fashionable sizes with Inside and Outside envelopes to match, separately or in handsome cabinets of 50 complete sets.

¶ Examine quality, color and finish; compare with any Wedding Paper you know of; then consider the price and — *judge for yourself.*

UNION CARD & PAPER CO.

45 BEEKMAN STREET NEW YORK



Only a Moderate Investment

will insure safeguard — a protection of cost and profit.

The Rouse Unit System

of bases and register hooks insures composing-room and pressroom efficiency, which means increased output on a standard basis of cost.

Then Comes Pressroom Efficiency

which is mainly a matter of correct method of plate mounting, because the maximum output of any press printing from plates can be secured only with Rouse Unit System Bases and Register Hooks — the system that eliminates all waste time in making up, making ready and registering; the system that permits the quickest change in plates, the narrowest possible margins, and a permanent make-ready. The Rouse Unit System of Bases and Register Hooks does all this — and more — it reduces the waiting time of your presses to the last degree, and insures the greatest output as well as the best work.

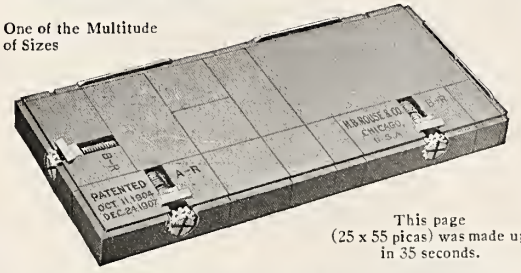
The unprecedented success of our Climax and Combination Register Hooks has led some manufacturers to imitate them. Don't be deceived, don't spend another dollar for hooks of any kind until you have compared the Climax and Combination with the imitations — *then buy the best.*

DON'T FAIL TO VISIT OUR BOOTH
at the Ben Franklin Club of America Convention at Cleveland, Ohio, June 20 to 22; also the National Press Association at Hotel Sherman, Chicago, June 24 to 27.

The Great Saving In Make-Ready

is realized through the installation of the Rouse Universal Block.

One of the Multitude of Sizes



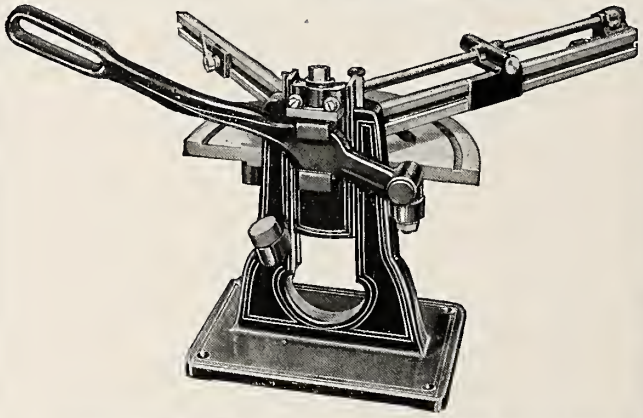
This page (25 x 55 picas) was made up in 35 seconds.

Any size page can be made up in from 15 to 50 seconds and the plates clamped or released quicker than with any other system. A single set makes up eight pages into about 160 different sizes, ranging from 17 x 25 up to 35 x 51 picas, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of 2 picas in either width or length, or both width and length.

Price, per set, including Steel Ratchet and Dustproof Case that fits a printer's stand, a practically universal and indestructible ontfit, for *only $55*. Sold by dealers everywhere.

Stop the leaks and let the balance of 1912 represent a profitable and satisfactory business with increased profits and less worry.

Your Print-shop Is Incomplete Without This Mitering Machine



It embodies all the good points of similar tools and, in addition, has a number of exclusive time-saving, accuracy-insuring features not found in any other miterer. These features include a positive and permanently accurate *Point Gauge* that adjusts instantly and locks automatically, enabling you to

MITER TO POINTS

inside measures. Also an improved method of locating and locking the rule holder to all necessary angles, which permits very quick changes of angle, gives unusual strength and insures permanent accuracy. Any way you look at it — design, construction, finish, accuracy or convenience — it is the best and handiest miterer made.

Price, $20.00. Extension Gauge (60 to 160 picas) $5.00 extra.

Made only by **H. B. ROUSE & COMPANY**, CHICAGO

"Modern Methods" Explains Everything. Have You Got Your Copy? It's FREE.

THE MILLER INCLINE TRUCK

Constructed to LIFT and CARRY up to 5,000 Pounds
Saves REHANDLING — EQUIPMENT — MATERIAL

One truck will easily operate 100 platforms, which you can make yourselves.

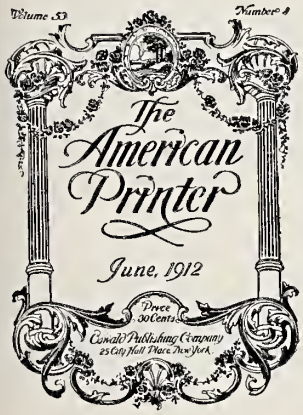


You can operate the mechanism, which is a powerful screw, with the handle of truck in upright position. The truck has four wheels, all on shafts, the two front wheels being connected and steered with fifth wheel plate.

Better than a three-wheel truck, which might tip over when loaded.

THE MILLER INCLINE TRUCK COMPANY
561 West 57th Street NEW YORK CITY

A Typographic Contest in Printers' Advertising—



Something new and original for compositors, layout men, ad-writers and printers generally is announced in the

June number of The American Printer

The fourth lesson on estimating also appears in the June number. "Business and Cost Problems" and "Good Things Said at Cost Congresses" are new departments — something fresh and interesting every month. "How I Started a Printing Business," the leading article, will be appreciated by employer and employee. The Presswork and Typography departments contain ideas that are worth much money. The Machine Composition department is a winner. "Ideas for Printers" — always a popular page. "What's Queer in Printerdom" — bright and snappy; see the funny press! "The Young Printer" has been supplemented by "The Old Printer" — two good departments. Color inserts, actual samples of printers' advertising matter, reset specimens, organization activities, review of printed work — if there's anything new it is given in The American Printer.

American Printer readers get matter prepared exclusively for them

Send thirty cents for a sample copy of the June number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

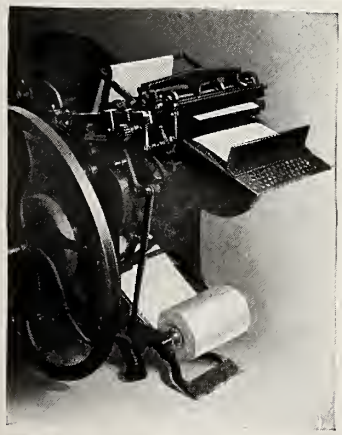
¶ The use of Westinghouse motors enables the printer to produce the greatest amount of work for the least expense.

¶ Let us tell you why this is so. Let us show you how Westinghouse motors have increased the profits of printers in every line of work.

Write Department 40 to-day for full information.

Westinghouse Electric and Manufacturing Co.

East Pittsburgh, Pa.
Sales offices in 45 American Cities.



Bresnan's Automatic Feeder

Is an Attachment for the Gordon Press that converts it into an Automatic SELF-FEEDING Press.

The Attachment is fastened to the feed-board of the press and is operated by a connection to the draw-bar or side-arm of the press.

The sheet is fed from the roll underneath, which can be placed in front or rear as convenience requires; passing up through the center of the press it is drawn to the size required and cut off.

The Attachment will fill a long-felt need, and the price is within the reach of any printer.

De Boise Bresnan Co. **23 Park Row, New York**

Patented in
United States
Great Britain
France
Belgium



A Stapler that Can Prove Its Full Claimed Merits

Means Economy in the Printing-Office

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.
112 North Ninth Street,
Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

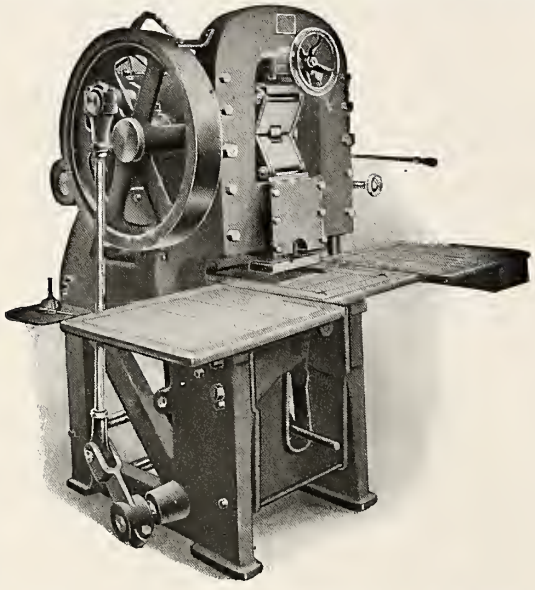
Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

The Carver Automatic Die Presses



Are the best adapted for special and commercial steel die and plate printing.

They are the most economically operated and cost the least for repairs.

THE CARD FEEDING ATTACHMENT and PLUNGER FINGER GUARD greatly reduce liability to accident while feeding.

Manufactured in the following sizes:

6 x 10 in. 3½ x 8 in. 4½ x 9 in.
2½ x 8 in. 2½ x 4 in.

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

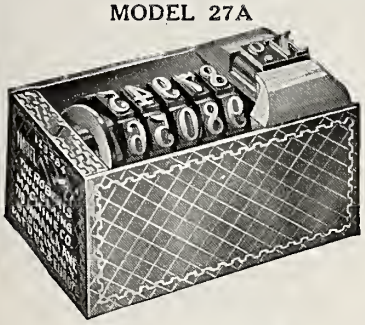
SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

Nº 12345

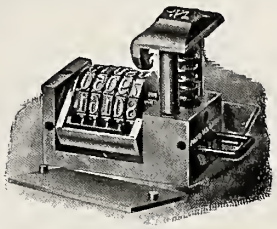
FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning



NO SCREWS

To Number Either Forward or Backward

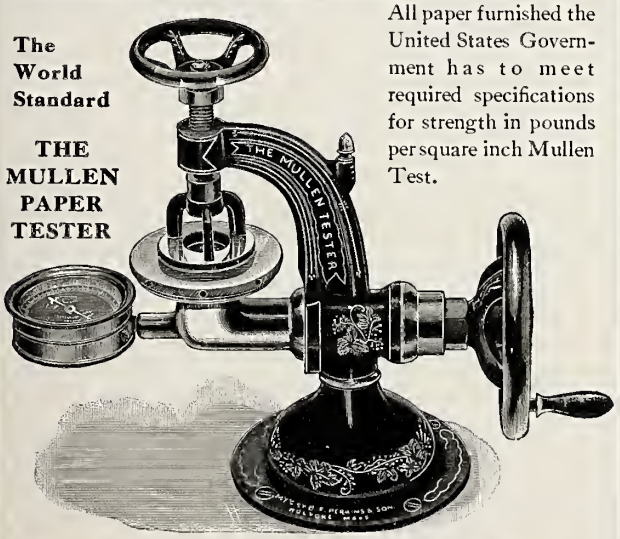
Know the True Quality of the Paper You Buy!

The careful and successful printer needs as a protection accurate knowledge of the paper he bargains for and sells to his customers.

The World Standard

THE MULLEN PAPER TESTER

All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.



SEND FOR CATALOGUE AND REFERENCES

B. F. PERKINS & SON, Inc.

Sole Manufacturers

HOLYOKE, MASSACHUSETTS

European Agents: Parsons Trading Co., New York and London



Printers Win Advertising Positions

Printers everywhere are winning well-paid positions as advertising men because their knowledge of printing, layouts and type effects is a good foundation for the work.

The International Correspondence Schools have a way by which you can turn ***your*** printing knowledge to particularly good account. An I. C. S. training in the various branches of advertising will help you win a position where the work will be pleasant and the salary a good one.

You can qualify at home, and in your spare time through I. C. S. help. To find out how easy and thorough the I. C. S. method is, sign and mail the attached coupon to-day.

You will find the Advertising Course of the I. C. S. extremely interesting. It teaches you the science of type and layouts — shows you how to write copy — how to follow up inquiries — how illustrations are suggested and made — mediums selected — catalogues and booklets written — ***everything*** about advertising.

For more money and a better position, mail the coupon to-day. In doing this you assume no obligation whatsoever. Do it ***Now.***

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____

Exclusive Manufacturers of Guaranteed **SureStick Envelopes**

You have talking points that *count* when you tell your customer that you are figuring to furnish him "Western States" envelopes — bond and ledger envelopes that "Stay Stuck" — envelopes so packed that they can't get dusty or discolored from long storage — envelopes with sterilized, flavored gummed flaps. And more important to you — our system of layouts enables you to print your sheets in advance, send them to us to be made up, and deliver the completed envelopes to your customer *on time* and at a *distinct economy*. And further — we specialize in furnishing **"Sure Stick" Envelopes in practically any brand of Bond or Linen Paper that you may specify.** Western States service takes care of you — and the sooner you know about it, the better it will be for you — your customers — and your bank-roll.

Western States Envelope Company, Milwaukee, Wisconsin.



"They Stick Like a Brother"

PERFECT COLOR-PLATES

We have created a standard in color-plates second to none,

¶ because every set of plates is specially made for the purpose intended, with due regard for the paper to be used and other conditions to be met;

¶ because every man in our employ is an expert in color reproduction;

¶ because we are specialists, making none but color-plates, anything from two colors up;

¶ because we have successfully demonstrated again and again that our process reproduces anything perfectly;

¶ because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

¶ because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

¶ because our service extends all over the country and is thoroughly dependable.

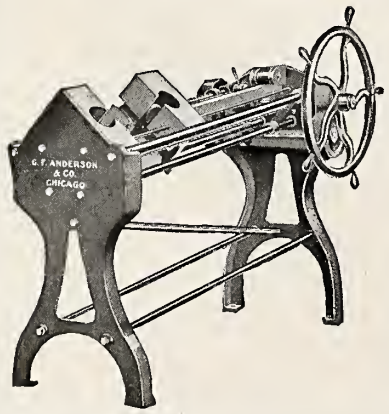
Correspondence invited.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET NEW YORK CITY



Would You Stop and Think?

If we gave you a chance of proving for yourself that the Anderson Bundling Press is the best to be had — would you be interested?

We can tell you of many printers, likely near you, who use and know all about the merits of our Bundler.

A bindery is incomplete without a bundling press. Many have from 2 to 12 in daily operation.

Immense power with little effort, strong and rigid construction — practically indestructible, moderate cost.

Write C. F. ANDERSON & CO. 712 South Clark Street CHICAGO

OLD COUNCIL TREE BOND

can be secured in any quantity in all its weights and tints from any of the dealers listed below:

Baltimore	B. F. Bond Paper Co.
Buffalo	Alling & Cory Co.
Brantford, Can	Barber-Ellis, Ltd.
Cincinnati	Chatfield & Woods Co.
Cleveland	Union Paper & Twine Co.
Chicago	Graham Paper Co.
Chicago	Chicago Paper Co.
Detroit	Chope-Stevens Paper Co.
Denver	Graham Paper Co.
Dallas, Tex	West-Cullum Paper Co.
Havana, Cuba	National Paper & Type Co.
Indianapolis	Indiana Paper Co.
Ithaca, N. Y.	T. G. Miller & Sons Paper Co.
Kansas City, Mo	Graham Paper Co.
Los Angeles	Blake, Moffit & Towne
Lansing, Mich	Dudley Paper Co.
Mexico City, Mex	National Paper & Type Co.
Minneapolis	Minneapolis Paper Co.
Milwaukee	Standard Paper Co.
Milwaukee	E. A. Bouer Co.
Nashville, Tenn	Graham Paper Co.
New Orleans	Graham Paper Co.
New York	J. E. Linde Paper Co.
New York (Harlem)	J. E. Linde Paper Co.
Newark, N. J	J. E. Linde Paper Co.
New York	George W. Millar & Co.
Omaha, Neb	Carpenter Paper Co.
Portland, Ore	Blake, McFall Co.
Philadelphia	Irwin N. Megargee & Co., Inc.
Pittsburgh	Chatfield & Woods Co.
Rochester	Alling & Cory Co.
Seattle	American Paper Co.
Spokane	Spokane Paper & Stat. Co.
Springfield, Mo	Springfield Paper Supply Co.
St. Louis	Graham Paper Co.
San Francisco	Blake, Moffit & Towne
St. Paul	Wright, Barrett & Stillwell Co.
Tacoma	Tacoma Paper & Stat. Co.
Toronto, Can	Barber-Ellis, Ltd.
Winnipeg, Can	Barber-Ellis, Ltd.
Washington	R. P. Andrews Paper Co.



"De Boss says to write dis letter over again an' use OLD COUNCIL TREE BOND"

OLD COUNCIL TREE BOND

If any letter is worth sending out at all, **it is worth sending well.** Lots of merchants send out countless letters and use **the cheapest kind of stock they can find.** They save a few **dimes** in printing and stock, but no one knows how many **dollars** they lose in business.

MR. PRINTER, if you'll only **realize your importance** in the business world—your real value to men like this who need your ideas—you can weave yourself into their organization—yes, onto their pay-roll.

Suggest to them the use of Old Council Tree Bond for their letter-heads. Show them how every letter they send out can be made a **dignified, impressive advertising force** that will bring **tangible** results, at small cost, from people who **appreciate** and **respect** classy stationery.

Ask us for samples of Old Council Tree Bond. We'll send you folio sheets for the asking.

Get our elegant portfolio of Letter-head ideas anyway.

NEENAH PAPER CO.

MANUFACTURERS OF LOFT-DRIED WRITING PAPERS

NEENAH WISCONSIN

SUPERFINE
KING ENAMEL
SUPERFINE

There are two other grades—"SUPERIOR" and "SUPERBA"—both of equal excellence when price is considered. Write for particulars and prices and for name of nearest agent carrying our papers.



KING PAPER COMPANY
KALAMAZOO, MICHIGAN
MANUFACTURERS OF
Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.



"Same Old Story: They Are Going Some"
953 Wing-Horton Mailers
were sold in 1911.
They were all sold subject to approval, but not a Mailer was returned.
They are carried in stock at printers' supply houses throughout the United States and Canada.
Full particulars supplied on request to any agency, or
CHAUNCEY WING, Mfr., Greenfield, Mass.

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS
219 W. MONROE STREET CHICAGO



The New Tatum Paper Drill

Is the last word in the making of a perfect paper drill. It really drills, and drills with satisfaction—not "gouge" or "bore."

By reason of its simple mechanical features and its successful operation it is conceded by those who have given this drill a thorough and practical test as the one most successful paper drill on to-day's market.

For thick work beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM PAPER DRILL will be found invaluable. Especially adapted for railroad tariffs, telephone directories, order blanks, calendar cards and similar work.

A Few Special Features

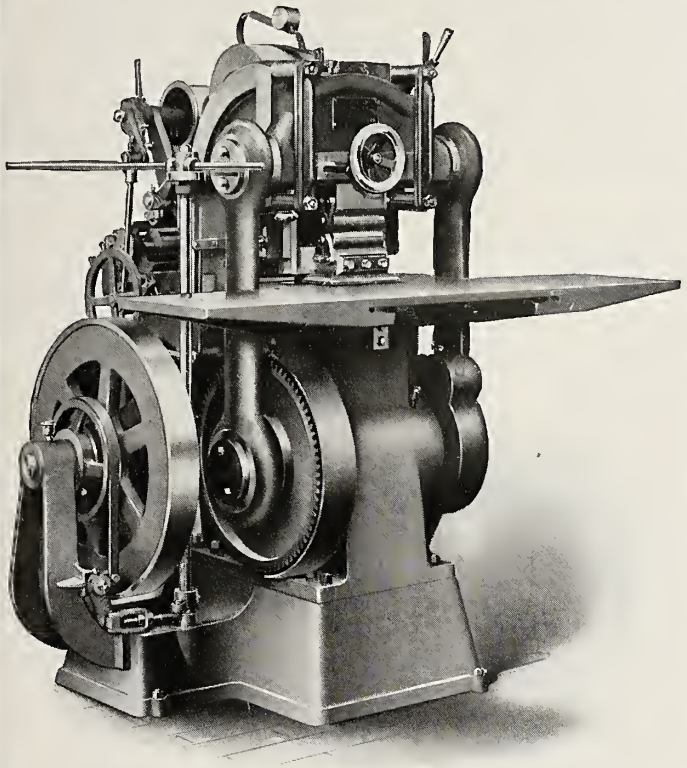
The table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

Drills are hollow—a very important feature—avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through.

Ask for our descriptive leaflet supplying further details.

Main Office and Factory: Cincinnati, Ohio
THE SAM'L C. TATUM CO.
New York Office: 180 Fulton St.

Think What You Can Gain in Profit



By installing this die press with its new and modern improvements.

Such a die press means increased output, increased character of product, and greater profit.

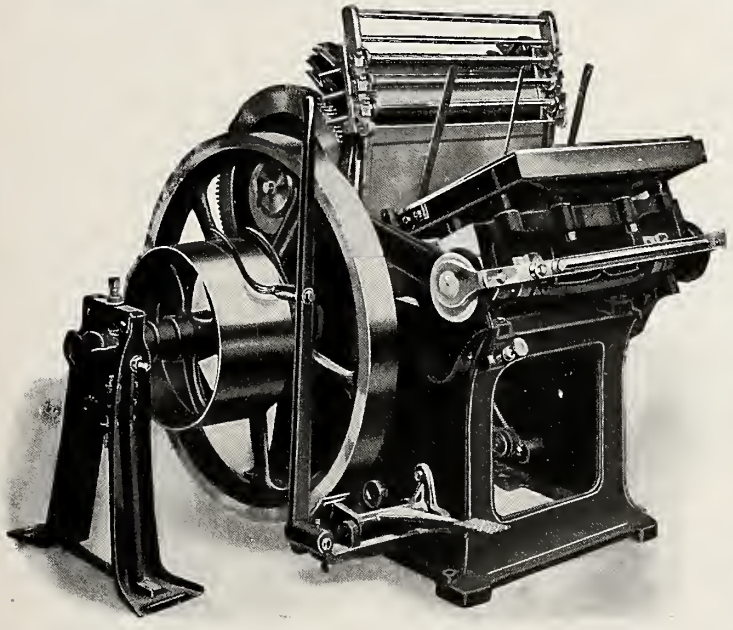
The mechanical and constructive principles are absolutely correct — the newest — and when you install such a press you get the result of to-day's requirements.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses

Modern Die & Plate Press Mfg. Co.
Belleville, Illinois

THE COST OF RUNNING A PRESS



is more important than the original cost of the press. The maintenance of the UNIVERSAL PRESS has distinguished reputation for economical operation among discriminating and careful buyers of printing machinery.

Its quality, quantity and variety of service combined with its economical operation are all vital points to be considered. Our presses are especially designed for high-class work, half-tone, four-color cuts, cutting or creasing, and their character of production is absolutely unsurpassed in every respect.

Durability and simplicity have made for these presses a standing and undisturbed reputation among those who are daily using them.

We will gladly send you prices, catalogue, and further particulars if you are now ready to install a press that will serve manifold purposes in a *dependable* and *satisfactory* manner.

The National Machine Co., *Manufacturers,* ***Hartford, Connecticut***

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

The Fussiest Fellow Who Ever "Kicked" a Press Will Find Nothing to "Kick" About in a

KIMBLE

Friction - drive, Variable - speed,
Single-phase, Alternating current
Printing - press

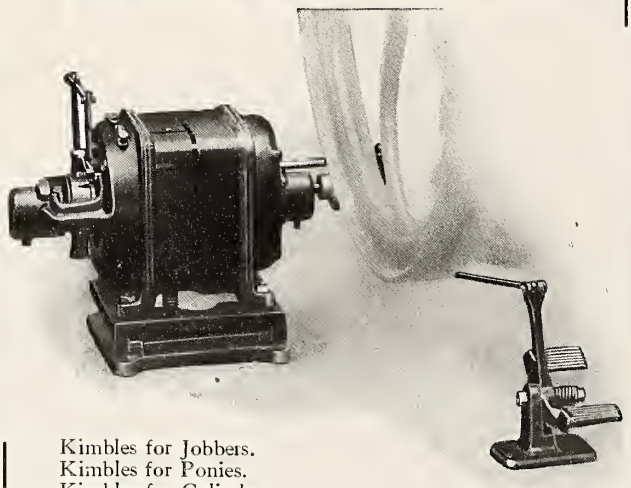
MOTOR

"No Motor Equals the
K I M B L E
For Printing - offices"
The Sheldon (Ia.) Sun

Messrs. Hamilton & Bartz, proprietors of the Sheldon (Ia.) *Sun* newspaper and job printing-office, wrote us, March 23, the following unsolicited letter:

"The Sheldon *Sun*, something more than a year ago, put in two of your friction-drive motors, attaching them to job printing-presses. We would register a kick if we had one coming, but we are utterly unable to find a word of fault with them. They have been ready for work every day, and one of them in particular has been in almost constant use. Thus far we have never had the least bother with them. Nothing has gone wrong. None of our employees know anything about electrical machinery, neither do the proprietors. We have simply tried to take good care of the machines, and to-day they are in as good shape as they were the day they left your factory. To the mind of the writer, there is no motor on the market that is equal to the Kimble for printing-offices."

"A Touch of the Toe — To Go Fast or Slow"



Kimbles for Jobbers.
Kimbles for Ponies.
Kimbles for Cylinders.
Kimbles for each and every machine
in your composing-room, pressroom and bindery.

Shop efficiency requires that every machine be operated at that speed which best suits the job in hand. The wide range of speed that this calls for can be obtained only from Kimble motors. Besides this, they will lower your power bills.

Kimbleize Your Shop and Paralyze Your Power Bill

SEND FOR THE KIMBLE CATALOG

Kimble Electric Company
1125 Washington Boulevard *Chicago*

REAL MONEY FOR EXAMPLES *of* GOOD TYPOGRAPHY

BEGINNING with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of $10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART
CAMBRIDGE, MASS.

Increase Your Sales — Decrease Your Losses
Consult the Specialists Who Know

Fifteenth TYPO *Year*

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

The Typo Mercantile Agency
General Offices, 160 Broadway New York

Headquarters for Photo-Engravers' Supplies

Williams-Lloyd Machinery Co.
638 Federal Street, CHICAGO

Manufacturers of a Complete Line of

Electrotyping, Stereotyping and Photo - Engraving Machinery

We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

EASTERN REPRESENTATIVE
UNITED PRINTING MACHINERY COMPANY
246 Summer Street, BOSTON :: 12 Spruce Street, NEW YORK

DESIGNED on the best printing-press principle in the world — the two-revolution cylinder — the *Potter* is the best proof press.

SPEED and EASE of operation and QUALITY of product explain its popularity. It looks like a machine, and it *is* a machine — mechanical, simple, accurate.

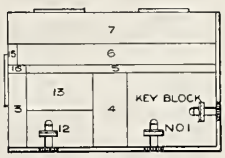
PROVING EFFICIENCY is spelt P-O-T-T-E-R P-R-O-O-F P-R-E-S-S.



Potter Proof Presses
are made
and guaranteed
by

A. F. WANNER & CO.
431 So. Dearborn St.
CHICAGO

Potter Proof Presses
are made
in
Three Sizes
and
Five Styles.
Ask for
Circular



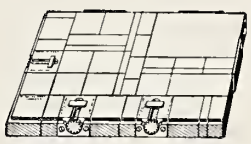
WILSON BLOCK

WILSON BLOCKS and book blocks are synonymous. Those who do not think "Wilson" when they think "book" should, in the name of better service and economized time.

BETTER THAN solid blocks, because of smaller investment and flexibility of size; better than sectional blocks, because of fewer pieces and quicker make-up; better than any — the just-right combination for book plates.

WE can prove it, and our address is below. What is yours?

A. F. WANNER & COMPANY
431 South Dearborn Street CHICAGO



SUDDARD BLOCK

SUDDARD BLOCKS claim merit for the system of sizes which provides every possible dimension in gradations of two picas with the fewest number of pieces. The travel of hooks is five picas.

SUDDARD BLOCK hooks are either Narrow Margin Ratchet, Narrow Margin Register, or Universal (combination of the two), as may be ordered; latter regularly supplied.

SUDDARD BLOCKS are good blocks, which is demonstrable in your own shop. Your name is ——— ?

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Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

The Advantage of Being a Machinist-Operator

is shown in the number of situations of that kind that are advertised as being open. The installation of one, two and three machine plants in city and country offices is largely responsible for this. The mechanism of the Linotype is taught thoroughly at

The Inland Printer Technical School

Students taking mechanism are required to devote minute study to each part and its particular function, so that they may quickly locate difficulties and apply the remedy. This is done under the close supervision of the most expert teacher-machinist. He holds his job not because he has stock in the firm, but because he graduates satisfied students who stay satisfied.

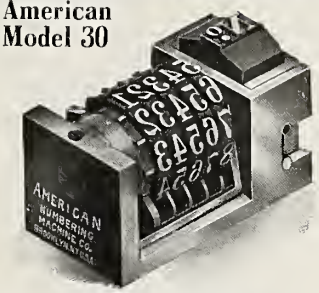
¶ The oldest, best and most successful of the schools, and you can get a booklet telling all about it by dropping a postal to

The Inland Printer Technical School
632 South Sherman Street, Chicago, Ill.

Best Design
Best Construction
Best Wearing Qualities
Best for Accuracy
Best Price
FULLY GUARANTEED

5 Wheels $5.00
Less Than One Cent a Day

American
Model 30



№ 12345
Impression of Figures

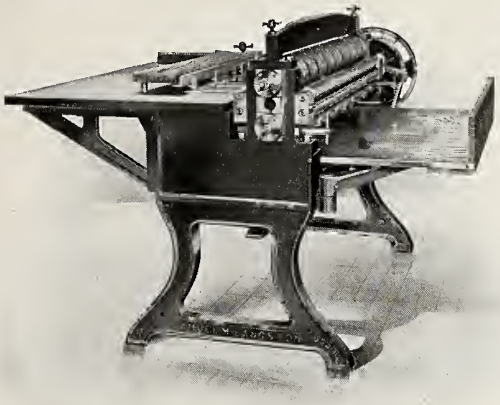
Specify AMERICAN When Ordering
DEALERS EVERYWHERE
(PROMPT SHIPMENTS)

American Numbering Machine Co.

291 Essex St., Brooklyn, N. Y.
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6 Wheels $6.00
Less Than One Cent a Day

THE LANGSTON ROTARY BINDERS' BOARD CUTTER



If you have
BINDERS' BOARD
or
FINE CARD STOCK
to cut

Write
Samuel M. Langston
Camden, N. J.

A House of Cards

is an old familiar metaphor to which Time has veritably given a new meaning growing out of the introduction of the great card improvement of the century. When

Peerless Patent Book Form Cards

were first offered to the buying public, not even the inventor dreamed of the enthusiastic reception that was to be accorded them. They have leaped into a demand that is incredible.

Our Smart Card in Case



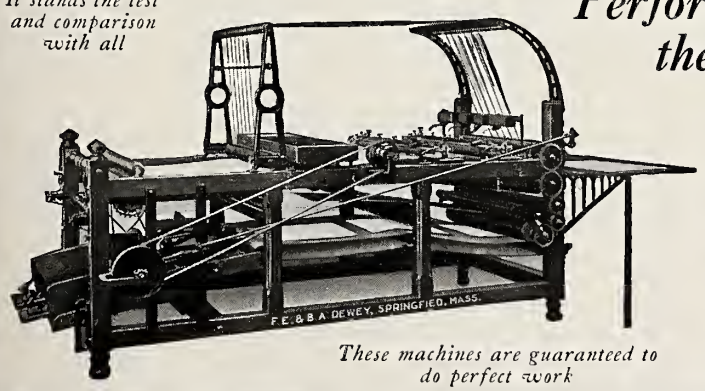
Is it not good logic that, if they have been such a mighty factor in the long established business of the J. B. Wiggins Company, whose reputation as a producer of the last word in engraving and die embossing is a fundamental fact of the last half century of the business world, your business, however well established or how newly formed, must be benefited by the offering of these cards to your customers and to those who are not, but are much desired, whose patronage is distinctly worth while?

Think it over, and think what you are losing by not putting the logic of this fact to the supreme test — the sale of these cards in your own business. Begin right now to eliminate this loss and add this profit. Write to-day.

The John B. Wiggins Company

Established 1858
Engravers, Die Embossers, Plate Printers
52-54 East Adams Street Chicago

It stands the test and comparison with all



These machines are guaranteed to do perfect work

Performance Is the Power Behind the Success of the Dewey Ruler

The Dewey Ruler is the known standard of perfection acknowledged by those who use and have seen the ruler in operation.

It is an up-to-date ruler, and before you make a new purchase or add additional equipment, suppose you drop us a line and obtain further facts.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

DANISH BOND

ADVANCE IN PRICES

All manufactured articles have increased in price during the last few years. As a result of the increase in cost of materials and labor, it has become necessary for the manufacturer of paper to advance the price or reduce the quality. We have chosen to advance the price. Your nearest jobber will be pleased to give new quotations on request.

B. D. RISING PAPER COMPANY

DANISH BOND AGENTS

Albany, N. Y.....Hudson Valley Paper Company.
Baltimore, Md.....B. F. Bond Paper Company.
Boston, Mass.....Tileston & Livermore Company.
Brantford, Ontario.....Barber-Ellis, Ltd.
Buffalo, N. Y.....R. H. Thompson Company.
Chicago, Ill.....Dwight Brothers Paper Company.
Columbus, Ohio.....The Central Ohio Paper Company.
Denver, Colo.....Carter, Rice & Carpenter Paper Company.
Grand Rapids, Mich.....Dwight Brothers Paper Company.
Indianapolis, Ind.....Crescent Paper Company.
Kansas City, Mo.....Kansas City Paper House.
Los Angeles, Cal.....Blake, Moffit & Towne.
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Milwaukee, Wis.....Dwight Brothers Paper Company.
Minneapolis, Minn.....John Leslie Paper Company.
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New Orleans, La.....E. C. Palmer & Company, Ltd.
Omaha, Neb.....Carpenter Paper Company.
Philadelphia, Pa.....Wilkinson Brothers & Company.
Portland, Ore.....Pacific Paper Company.
Rochester, N. Y.....R. M. Myers & Company.
San Francisco, Cal.....Blake, Moffit & Towne.
St. Louis, Mo.....Mack-Elliott Paper Company.
Toronto, Ontario.....Barber-Ellis, Ltd.
Washington, D. C.....B. F. Bond Paper Company
Winnipeg, Manitoba.....Barber-Ellis, Ltd.

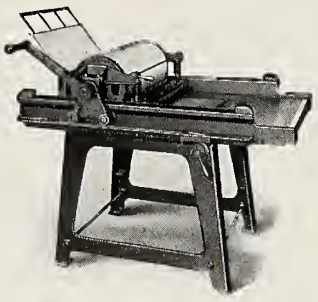
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Pittsburgh, Pa.....The Alling & Cory Company.
Portland, Me.....C. M. Rice Paper Company.
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HOUSATONIC BOND

Are Your Proofs a Credit to Your Plant?







The notion that any old thing will do because it's just a proof *used to go.* But times have changed. People like to see what they are buying now-a-days. They've got the "show me" habit.

Suppose your tailor sent you a sample of cloth and said: "Here is the stripe I have selected for your suit. It is not the goods that I will use. It will be heavier, and the color will be different. Please O. K. and return."

What kind of proofs do you submit? Do they make a customer glad he placed his work with you, or do you send them out with an apology?

Good, clear, attractive proofs will help wonderfully to inspire confidence in your plant — create the right impression of your business methods — the prestige that gets and holds trade.

Vandercook proofs are *cheaper* than common proofs, and are as good as the run itself. Cheaper because more *rapid* than by any other method.

Vandercook Proof Presses

save compositors' time. Save pressmen's time. You don't need to lock a form and you don't need to use a running press to get a perfect press proof.

ROLLER SERIES

Designed especially for rapid work. Inking attachment revolutionizes galley proving in quality and speed. Printing surface, 10 by 25 inches. Also furnished without inking attachment.

The Western Methodist Book Concern says:

The Vandercook Roller Series Proof Press recently installed in our composing-room is giving entire satisfaction. Its perfect inking device enables us to make a great saving in time in the handling of our mailing lists. In fact, we think it is the best ever for all proving purposes.

Yours very truly,
T. D. OAKLEY,
Supt., Mfg. Dept.

COMPOSING-ROOM CYLINDER

Automatic inking. Absolute register. Feeds to grippers, or sheets may be laid on forms. Safety grippers. A hand cylinder press capable of the highest grade of printing. Two sizes — 25 by 25 and 17 by 25 inches printing surface.

The Philadelphia North American says:

The Vandercook Press installed by us six months ago is giving results beyond our expectation. I can truthfully say it is in a class by itself.

Sincerely yours,
E. W. PROPHET,
Supt.

HIGH-ARM SERIES

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes — 12 by 18, 11 by 25, 17 by 25 inches.

Toby Rubovits, Chicago, says:

The proof press you installed has been an advantage to our composing-room from the first day. It does all the work you claimed for it in a satisfactory manner. Respectfully yours,

TOBY RUBOVITS.

Your dealer can supply you — or write us direct. Your sample proofs are ready.

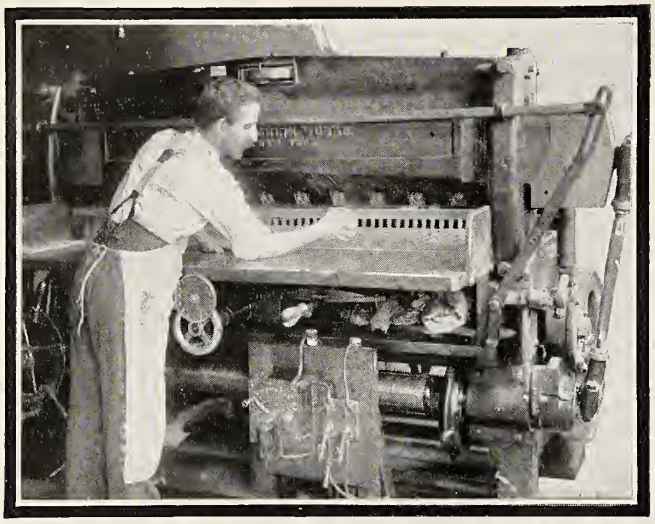
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CANADIAN AGENTS:
Miller & Richard, Toronto and Winnipeg.
George M. Stewart, Montreal.

EXPORT AGENT (Except Canada):
Parsons Trading Co., Sydney, Mexico City and New York.



Watch the little leaks—spoiling stock with a dull Paper Cutter Knife for instance—there is a remedy

The Carborundum Machine Knife Stone



keeps the knife so keen and smooth edged that it cuts clean—no feathering—one side of the stone is coarse for bringing the blade to an edge—the other side fine for giving the finished smoothness—it lessens the need of grinding—saves time, stock and temper—no need of taking the blade out of the machine.

At your hardware dealer or direct by mail,

$1.50

THE CARBORUNDUM COMPANY

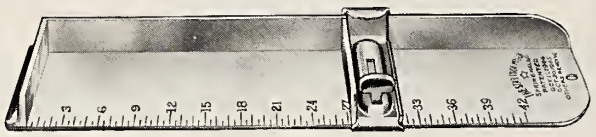
NIAGARA FALLS, NEW YORK

New York, Chicago, Boston, Pittsburg, Cleveland, Cincinnati, Milwaukee, London, Eng.

Experience Is the One Convincing Teacher

When once used the compositor is never satisfied until he *owns* a

Star Composing Stick



There is satisfaction to be had in the use of Star Sticks. Why? Because they are made to fill *to-day's* requirement for an accurate and comfortable-for-the-hand composing stick.

What About Our German-Silver Sticks?

German-silver sticks will not rust or corrode, will outlast steel sticks, are of value to printers in sea-coast districts, are not affected by perspiration.

MADE IN ALL POPULAR SIZES.

ASK FOR PARTICULARS

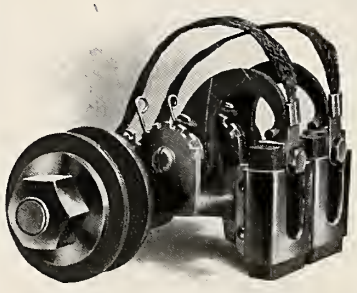
FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

How Are You Protecting Your Costs?



The Brush Holder shown in cut insures positive and uniform performance—a type found only in Peerless Motors.

Unreliable motors and their cost of up-keep cause a leak in your profits *surely* and *quickly*.

Peerless Motors

are the result of many years' satisfactory service and test among the varied printing industries of the world—hence not an experiment.

Peerless Motors are built for the purpose; constructed for every-day service and for any requirements about the print-shop, electrotyping or engraving plant. Suppose you look well to the "Power Cost" item. Our Motor Power "holds down" your cost of production where it belongs.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

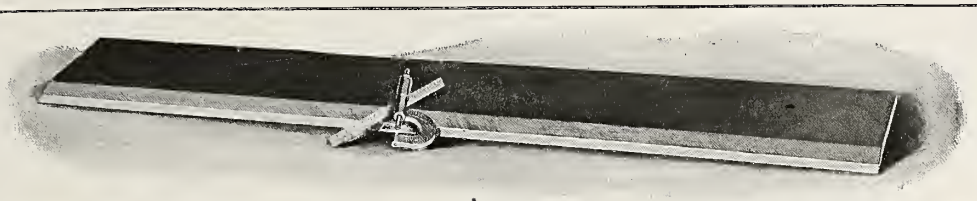
Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street

And All Principal Cities

ESTABLISHED 1830



"COES"

MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

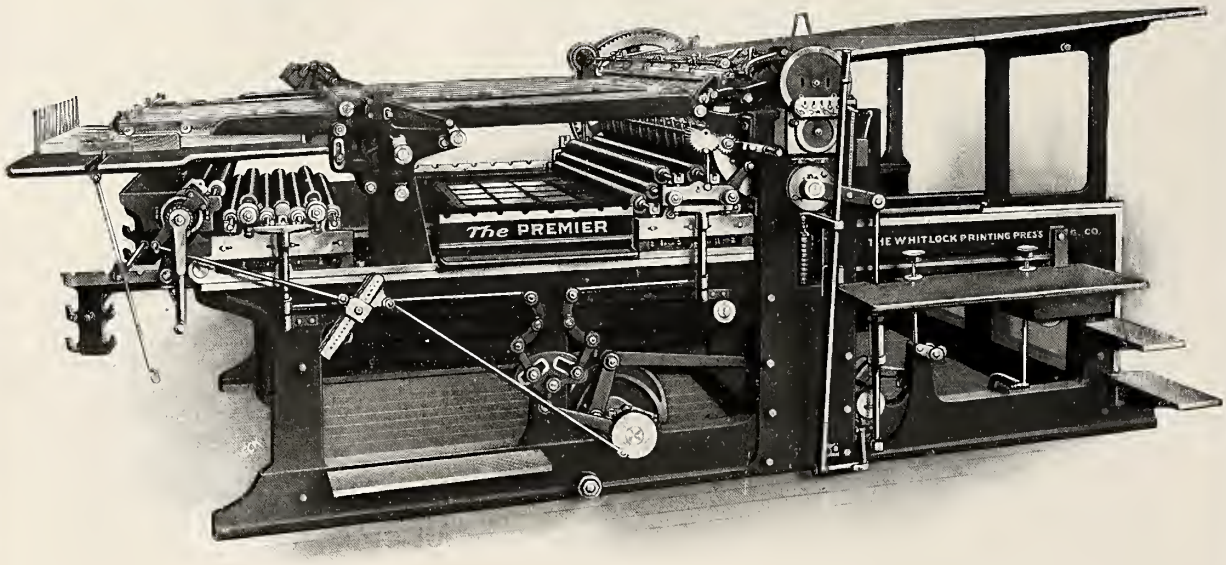
First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

SPEED! SPEED! SPEED!

If running—whether in the concrete, by the minute, hour, day, week, month or year on year — or merely comparative — when the high quality of the work controls the operating mechanism of the press, or if standing —when trued surfaces of bed and cylinder—ease of manipulating tympan sheets — adjusting grippers and delivery to marginal and sheet size — all contribute to quick setting of form, quick make-ready, quick printing and quick finish of run —

These All Mean Speed and Are Inbuilt and Enduring In



The PREMIER

The BEST of All the Two-Revolution Presses

Let Us Tell You About It

AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas—AMERICAN TYPE FOUNDERS CO.

Atlanta, Ga.—Messrs. J. H. SCHROETER & BRO., 133 Central Ave.

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London, Eng.—Messrs. T. W. & C. B. SHERIDAN, 65-69 Mt. Pleasant, E. C.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

DERBY, CONN.

NEW YORK, 23d Street and Broadway
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

ALL THE CUTTERS SOLD

Ought to Be

OSWEGOS

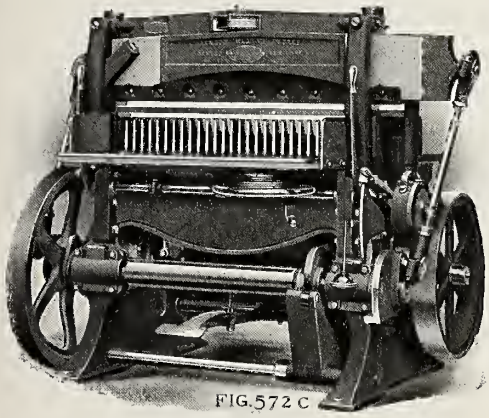


FIG. 572 C

OSWEGO AUTO

Why?

Because each one of the ninety different sizes and styles of the OSWEGOS has at least three points of superiority on the OSWEGOS only.

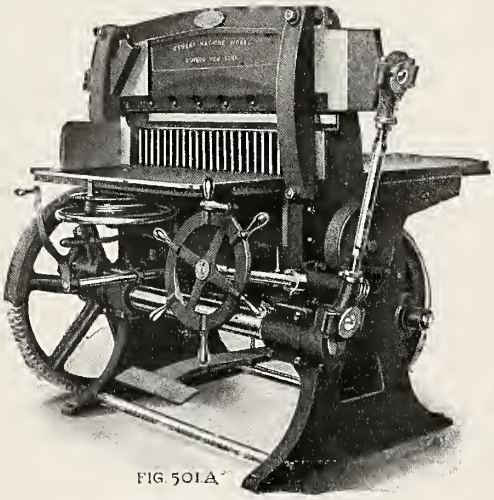


FIG. 501 A

OSWEGO SEMI-AUTO

Why Then

aren't all the cutters sold OSWEGOS?

Because

all prospective buyers do not take the trouble to INVESTIGATE the OSWEGOS, but instead of INVESTIGATING they rely on what they are TOLD, or what they THINK, or what some one else THINKS for them.

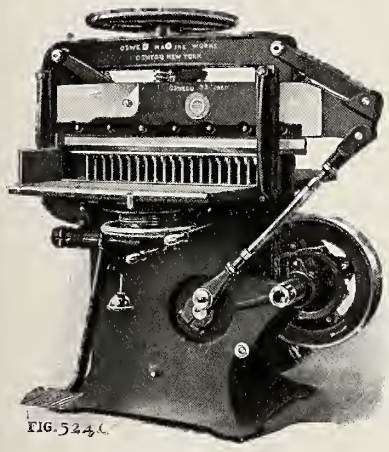


FIG. 524 C

OSWEGO POWER (SEMI-AUTO)

Therefore

when you are going to buy a cutting machine

Investigate Oswegos

Investigate Oswegos

Investigate Oswegos

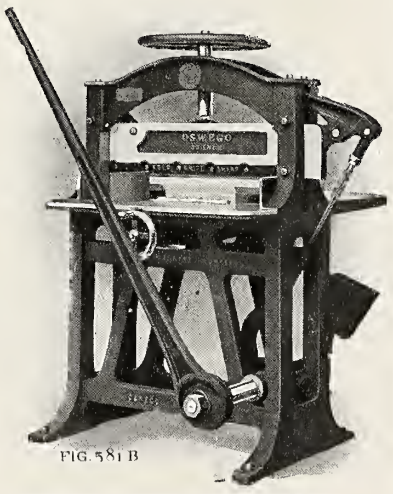


FIG. 581 B

OSWEGO TOGGLING LEVER

OSWEGO MACHINE WORKS, NIEL GRAY, Jr., Proprietor

Write to-day for the Folder, "OSWEGO CONTRACTS"

Cutting Machines Exclusively

OSWEGO, N. Y., U. S. A.

Ninety Sizes and Styles 16-inch to 84-inch

FOR PAPER, BOARD, CLOTH, FELT, TINFOIL, ETC.

Your ATTENTION is called to our new type extra heavy high pressure

Hydraulic Lead Molding Press Gladiator No. 2 (System Dr. Albert)

For rapid production of large size lead molds

2,000 Tons Pressure
Ram, 30 Inches.

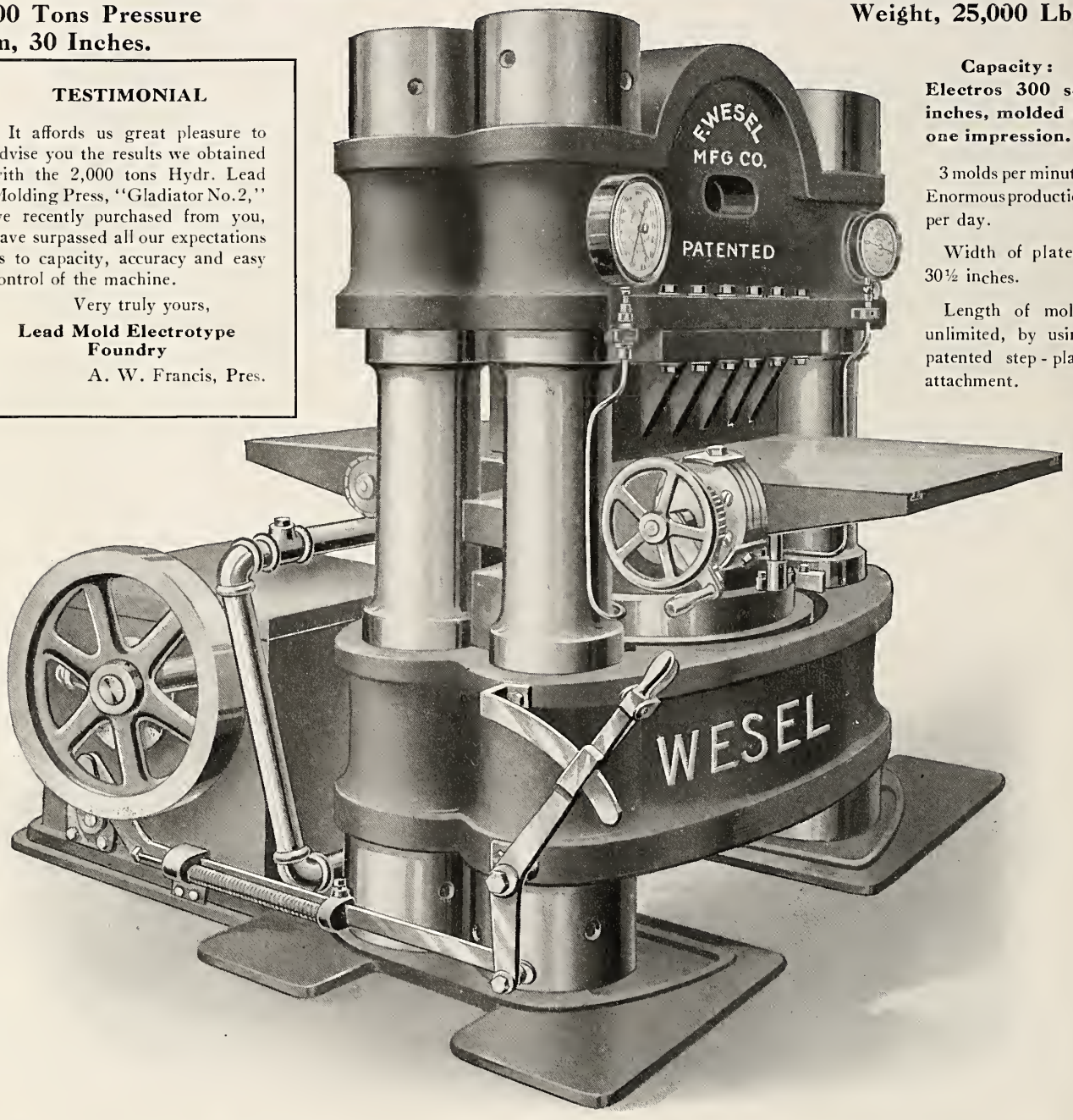
Weight, 25,000 Lbs.

TESTIMONIAL

It affords us great pleasure to advise you the results we obtained with the 2,000 tons Hydr. Lead Molding Press, "Gladiator No. 2," we recently purchased from you, have surpassed all our expectations as to capacity, accuracy and easy control of the machine.

Very truly yours,

Lead Mold Electrotype Foundry
A. W. Francis, Pres.



Capacity: Electros 300 sq. inches, molded in one impression.

3 molds per minute. Enormous production per day.

Width of platen, 30½ inches.

Length of molds unlimited, by using patented step-plate attachment.

LARGEST AND MOST POWERFUL MOLDING PRESS EVER BUILT FOR THIS PROCESS

NOTICE: Our Hydraulic Presses are the only LEAD MOLDING PRESSES licensed under the Dr. Albert Patents, and are the only reliable machines recommended by the patentee for the successful application of the Dr. Albert Lead Molding Process. Beware of infringements! *Write for further particulars*

F. WESEL MANUFACTURING CO.

Complete Equipment for Electrotypers, Photoengravers, Printers and Stereotypers

MAIN OFFICE and WORKS: 70-80 CRANBERRY STREET, BROOKLYN, N. Y.

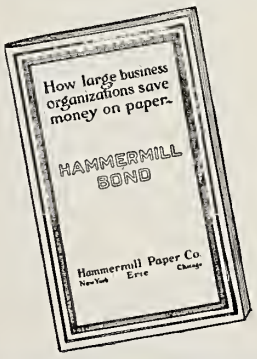
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INCREASES BUSINESS



WHERE YOU CAN GET
HAMMERMILL BOND

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Boston, Mass.	Bay State Paper Co.
Buffalo, N. Y.	Alling & Cory Co.
Chicago, Ill.	Dearborn Paper Co.
Cincinnati, Ohio	The Whitaker Paper Co.
Cleveland, Ohio	Petrequin Paper Co.
Denver,	Carter, Rice & Carpenter Paper Co.
Des Moines, Iowa	Carpenter Paper Co.
Detroit, Mich.	Beecher, Peck & Lewis
Indianapolis, Ind.	Crescent Paper Co.
Kansas City, Mo.	Kansas City Paper House
Los Angeles, Cal.	Blake, Moffitt & Towne
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Richmond, Va.	Richmond Paper Mfg. Co.
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St. Louis, Mo.	Mack-Elliott Paper Co.
St. Paul, Minn.	Wright, Barrett & Stillwell
San Francisco, Cal.	Blake, Moffitt & Towne
Salt Lake City, Utah	Carpenter Paper Co.
Seattle, Wash.	American Paper Co.
Toronto, Can.	Buntin-Reid Co.
Washington, D. C.	R. P. Andrews Paper Co.



HAMMERMILL BOND increases your business because it increases your customers' business. It first gives them the quality paper that in every way serves their purpose, and then the moderate price that enables them to use it. Thus making it possible for business men to make unlimited use of printed matter for letterheads, form letters, circulars and the scores of uses for which we are extensively advertising HAMMERMILL BOND in the great magazines.

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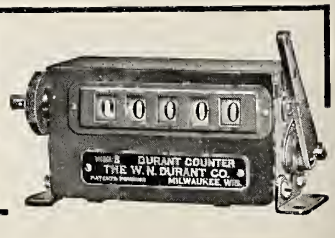
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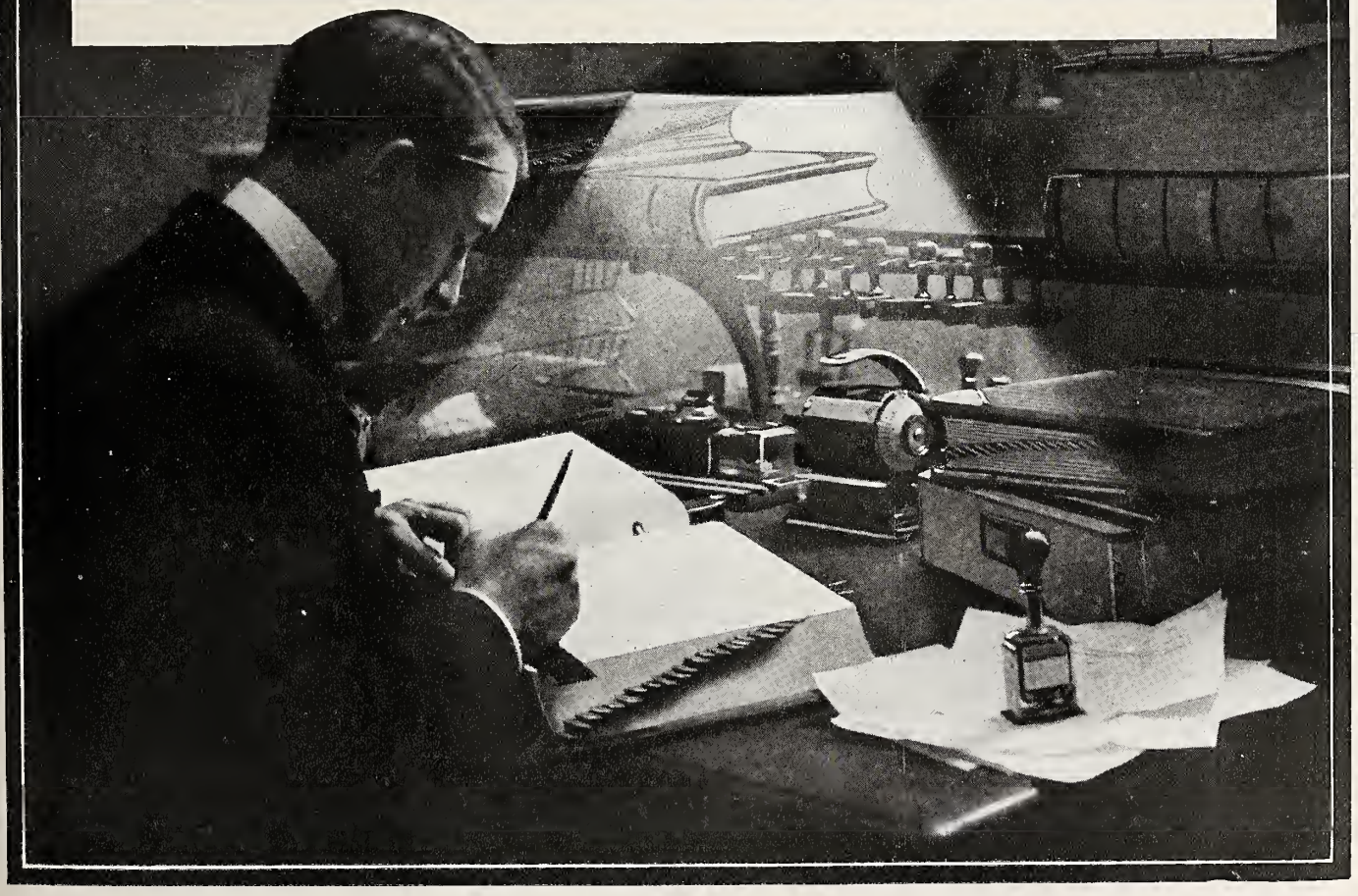
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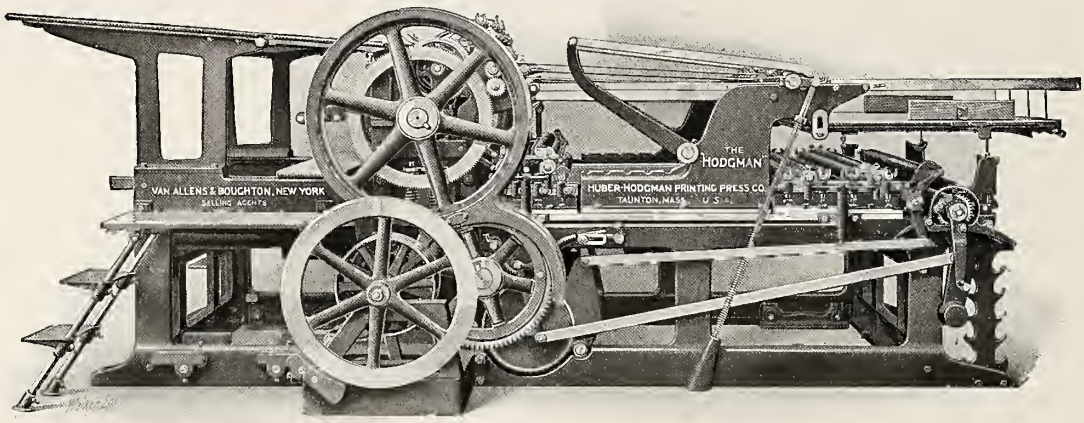
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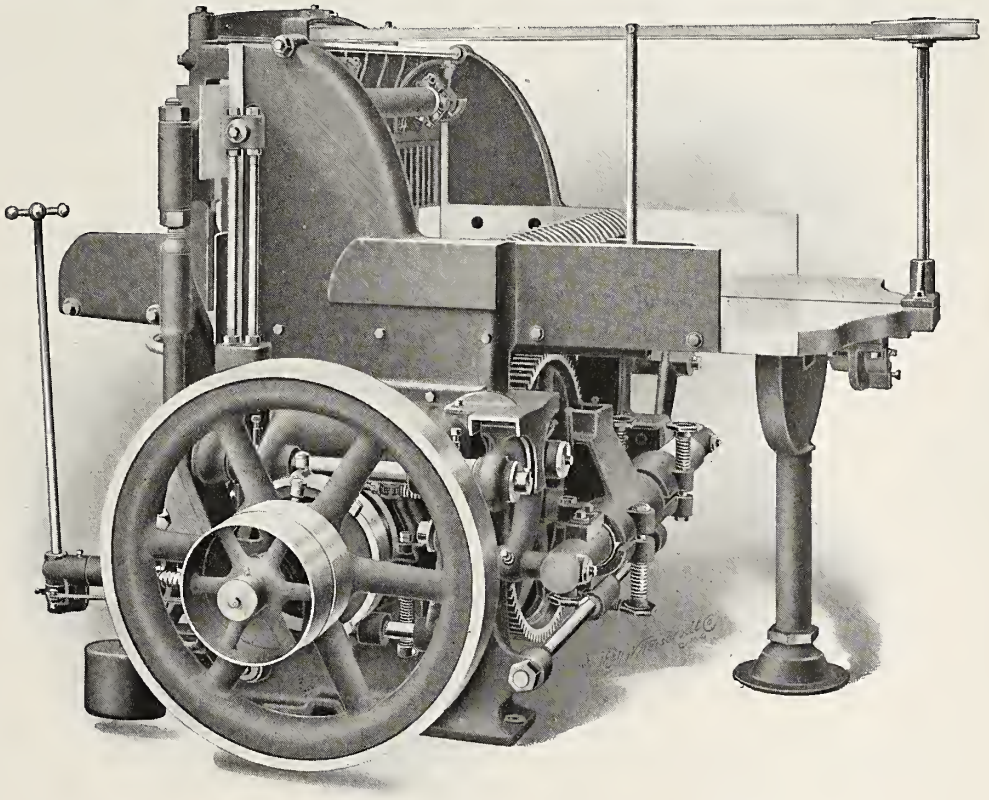
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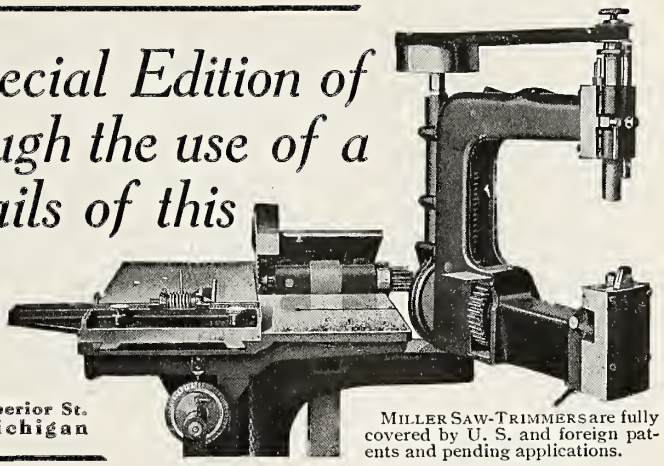
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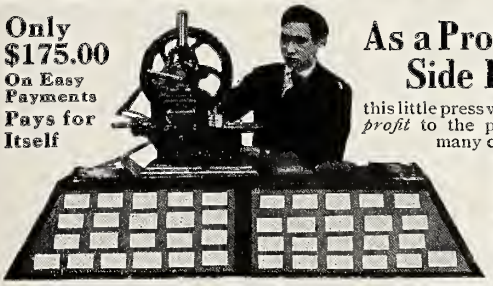
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Color and Its Application to Printing

By E. C. ANDREWS

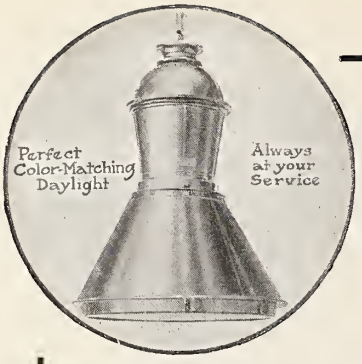
This volume has received unstinted praise from such authorities as Toby Rubovits, J. Horace McFarland, Henry Turner Bailey, John Lee Mahin, S. H. Horgan, *Printing Art*, Professor Sargent, of the Fine and Educational Arts Department of the University of Chicago, and a host of others. Below are the chapter headings, which give an idea of the thorough manner in which this accomplished author treats his subject.

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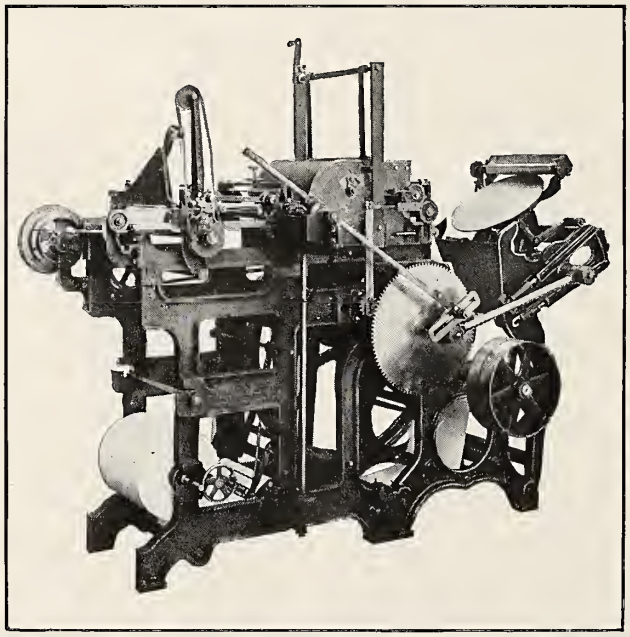
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THE INLAND PRINTER

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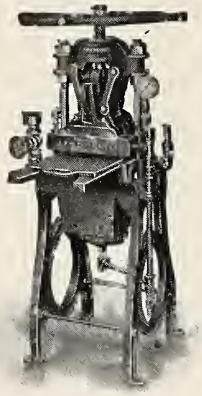
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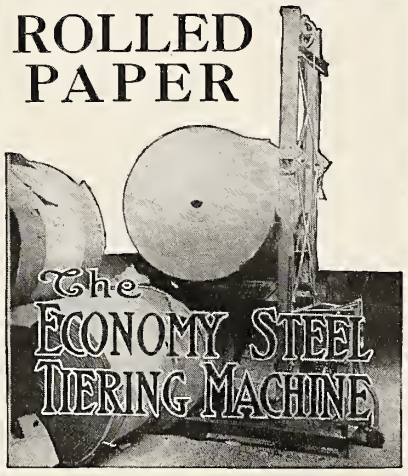
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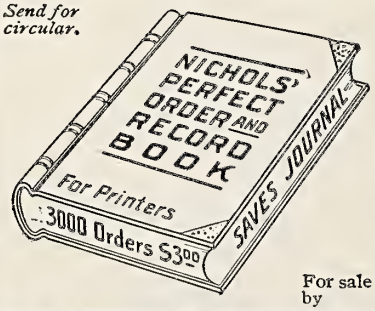
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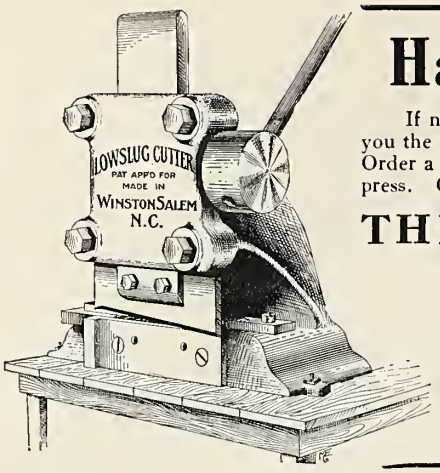
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1912

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E. C. Kropp Co. - - Milwaukee, Wis.	1	7
Central Publishing House, Cleveland, Ohio	1	1
Cecil Calvert Press - - Baltimore, Md.	1	
Dixon, Fish & Co. - San Francisco, Cal.	1	
Central B. C. Publishing Co., Ft. George, B. C.	1	
The Whitworth Bros. Co., Cleveland, Ohio	1	10
Poole Brothers - - - - Chicago, Ill.	1	25
The W. T. Rawleigh Medical Co., Freeport, Ill.	1	4
International Blank Book Co., Chicago, Ill.	1	
R. J. Kittredge & Co., - Chicago, Ill.	2	34
Hagerstown Bookbinding & Ptg. Co. Hagerstown, Md.	1	1
Robt. H. True - - New Orleans, La.	1	
T. S. Metcalf - - Cedar Rapids, Iowa	1	4
W. W. Coe - - - Northfield, Mass.	1	
Bramhall-Clemens-Frederick (this and other branches), Chicago, Ill.	1	8
The W. F. Robinson Ptg. Co., Denver, Colo.	1	3
Williamson-Haffner Eng. & Ptg. Co., Denver, Colo.	1	9
The Union Times Co. - Union, S. C.	1	
I. P. Herr & Son - - Lancaster, Pa.	1	
Knickerbocker Press, New Rochelle, N. Y.	1	6
Supply Mfg. Co. - - - Chicago, Ill.	1	15
The Springfield Publishing Co., Springfield, Ohio	1	2



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Glenmon & Kern - - - Chicago, Ill.		
Hoeflich Printing House, Philadelphia, Pa.	1	
S. Rosenthal & Co. Cincinnati, Ohio	1	
Richards & Deuel - - - Chicago, Ill.	1	
The National Folding Box & Paper Co., New Haven, Conn.	1	
Western Newspaper Union (this and other branches), Baltimore, Md.	1	
The Schilling Press - - New York City	1	
The Times Co. - - - - Racine, Wis.	1	
Pfeiffer Chemical Co. - St. Louis, Mo.	1	
Wm. H. La Forge - New York City	1	
T. Morey & Son - Greenfield, Mass.	1	
Golden Belt Mfg. Co. - Durham, N. C.	1	
Telegraph Press - San Francisco, Cal.	1	
The Simpson & Doeller Co., Baltimore, Md.		
Hellmich Bros. - - - St. Louis, Mo.	2	
C. S. Hammond & Co., New York City	2	
Fleischer Paper Box Co. - Chicago, Ill.	1	
Davis & Stewart - Cedar Rapids, Iowa	1	
J. Manz Engraving Co. - Chicago, Ill.	2	
Farmer & Breeder Co., Sioux City, Iowa	1	
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VOL 49 NO 4

THE

INLAND PRINTER

JULY, 1912—30c.

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These can, however, be obtained only
From us or our recognized agents.

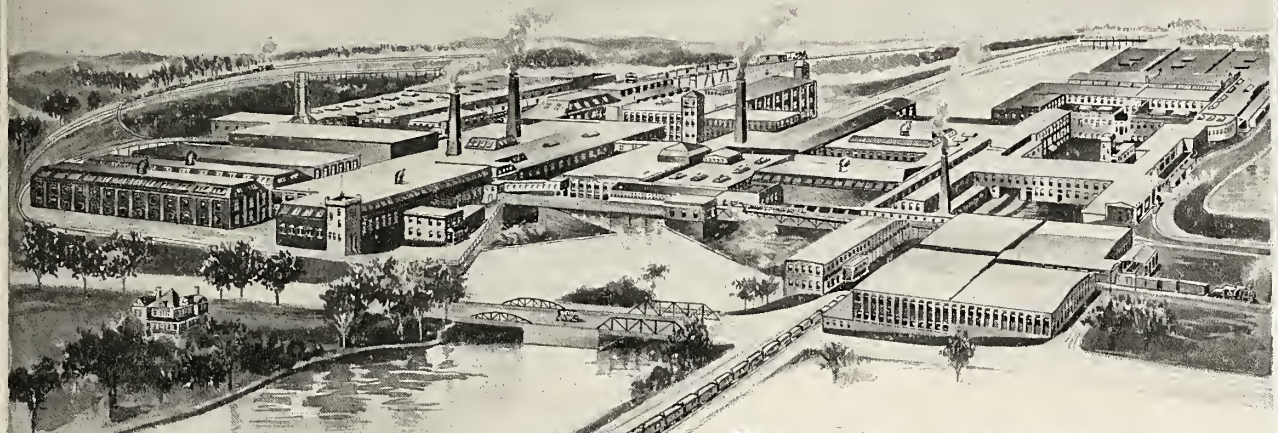
Some of our most popular shades are:

Doubletone Cameo Art Brown
Doubletone Cameo Art Green
Doubletone Brazil Brown
Doubletone Bronze Green 4-A
Doubletone Light Sepia N-S
Doubletone Light Sepia A
Doubletone Rembrandt Brown A

Sigmund Ullman Co.

New York (uptown)
New York (downtown)
Chicago
Philadelphia
Cleveland
Cincinnati

Cumberland Mills
S. D. WARREN & COMPANY



Read and Heed

S. D. Warren & Company in their Cumberland Mills have been manufacturing high grade Book paper for many years for such nationally prominent Eastern metropolitan publications as

Century	Collier's
Munsey's	Youth's Companion
Harper's	Woman's Home Companion

Associated Sunday Magazines and Everybody's

A considerable amount of tonnage is also consumed by publishers of de luxe editions, etc., which demonstrates the ability of this mill to maintain uniformity in its product and give positive service.

The capacity of this mill having been increased, we are now able to offer their high grade product to Western printers, publishers and advertisers who are desirous of improving the character of their printed matter through the use of paper of proven, reliable quality. The papers are as follows:

Cumberland Enameled Book
Cumberland Machine Finish Book
Cumberland S. & S. C. Book
Printone Book

We aim to have in stock for immediate deliveries, an unusually large supply in all sizes and weights for filling large orders out of stock on short notice. Inquiries regarding special mill business are solicited. You will appreciate the importance of this announcement, and therefore we are confident you will lose no time in obtaining samples and prices.

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER COMPANY . . . Milwaukee, Wis.
INTERSTATE PAPER COMPANY . . Kansas City, Mo.
SOUTHWESTERN PAPER COMPANY . . Dallas, Tex.
SOUTHWESTERN PAPER COMPANY . . Houston, Tex.
PACIFIC COAST PAPER COMPANY, San Francisco, Cal.
SIERRA PAPER COMPANY . . . . Los Angeles, Cal.
OAKLAND PAPER COMPANY . . . . Oakland, Cal.
CENTRAL MICHIGAN PAPER CO., Grand Rapids, Mich.
MUTUAL PAPER COMPANY . . . . Seattle, Wash.
AMERICAN TYPEFOUNDERS COMPANY, Spokane, Wash.
AMERICAN TYPEFOUNDERS COMPANY, Vancouver, B. C.
NATIONAL PAPER & TYPE CO. (export only) New York, N.Y.
NATIONAL PAPER & TYPE CO. . . City of Mexico, Mex.
NATIONAL PAPER & TYPE CO. . City of Monterey, Mex.
NATIONAL PAPER & TYPE CO. . . . . Havana, Cuba



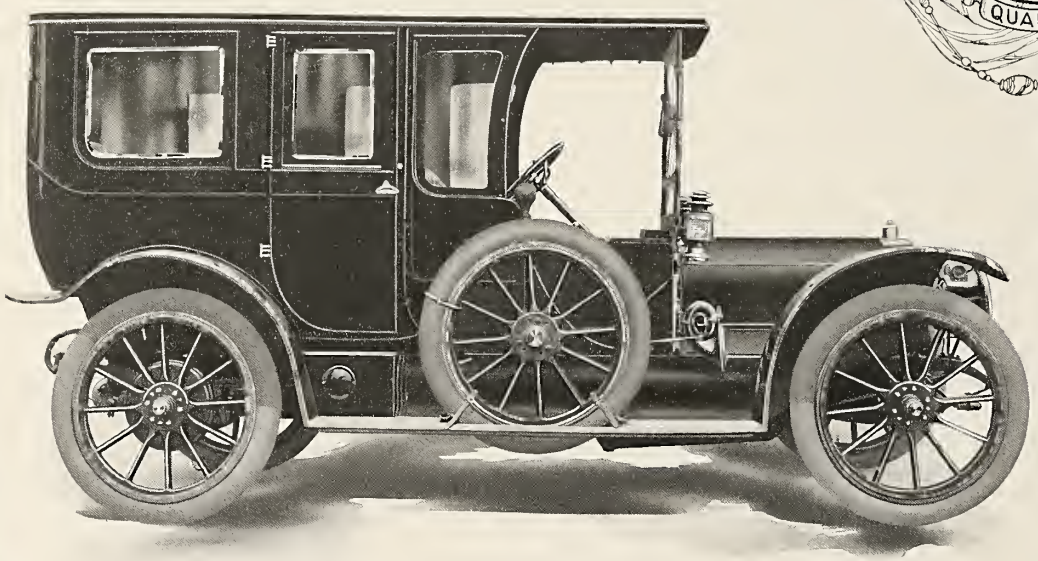
BUTLER·BRANDS PAPER THE BEST

J. W. BUTLER PAPER CO.
ESTABLISHED CHICAGO. 1844

BUTLER·BRANDS PAPER THE BEST

ENGRAVING DEPARTMENT of The HENRY O. SHEPARD COMPANY

FORMERLY
THE INLAND-WALTON ENGRAVING COMPANY



HALFTONE REPRODUCTION FROM
A RETOUCHED PHOTOGRAPH

Designers Engravers

THREE COLOR AND FOUR COLOR
PROCESS PLATES, A SPECIALTY

632 Sherman St.

Chicago

"Ask the Man Who Owns One"

THERE never was a better, a more significant, a more convincing advertising phrase than that. One word from a satisfied purchaser is worth an hour of salesman's talk. You are respectfully urged to ask the printers who own Monotypes what they think about them. We can give you several hundred names, if you wish them; they include *the largest and best known printing houses in this country and Canada.*

But perhaps even more significant are the letters you would get from *smaller concerns* with a reputation for high-class work; concerns that are growing because they give quality, and are prosperous because they get a quality price.

They'll give the Monotype credit for both quality and profit. Ask them!

Lanston Monotype Machine Co.
Philadelphia

Miller & Richard, Toronto and Winnipeg
Canadian Representatives

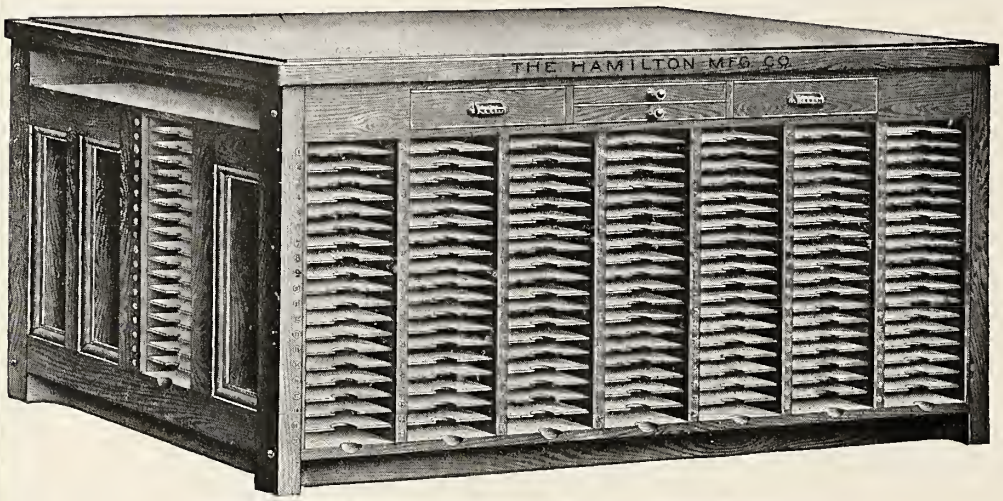
341

This advertisement set in Monotype faces and borders

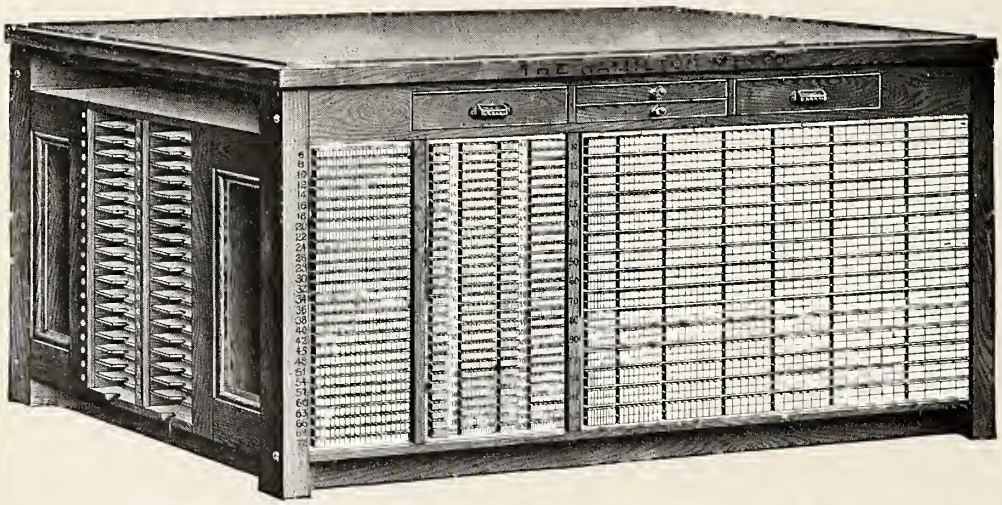
Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.



AMERICAN IMPOSING TABLE—Showing Galley Shelving.



AMERICAN IMPOSING TABLE—Showing Labor-Saving Furniture, Reglet and Steel Furniture Sections.

For thirty years Hamilton goods have been specified on over ninety per cent of all orders for Printers' Furniture.

High quality—cheapest in the end—is responsible for this.

To-day we stand ready to furnish the printers of this country with quality furniture in steel as well as in wood, not made to sell cheap, but the best we can make it in regard to strength and utility.

In this way we hope to maintain our reputation for building furniture that pays the printer to install. The ultimate net cost of the work is the real test.

The American Imposing Table here shown is the latest addition to the line of modernized furniture. A complete descriptive circular, describing in detail the equipment going with this Imposing Table, will be mailed promptly on request.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories . . . TWO RIVERS, WIS.
Eastern Office and Warehouse . . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

The

Old Hampshire Bond

idea is that good printing and good paper are cheaper than cheap printing and cheap paper. The buyer who cuts the cost of either may save in one place, but he will lose in ten thousand.

From the cost of ten thousand letter-heads on Old Hampshire Bond, well designed and printed, an apparent saving of ten—perhaps fifteen—dollars may be made. But as each of these letter-heads, bearing a selling message, finally reaches the hands of ten thousand prospective customers the opportunity for loss is beyond estimate. For a seeming economy of five hundred dollars, much less ten or fifteen, no business house ought to forego even the slightest chance of creating ten thousand good impressions.

Don't you think you ought to explain this to your customers who buy letter-heads of you?

Hampshire Paper Company

We are the only Papermakers in the world making Bond Paper exclusively

South Hadley Falls, Massachusetts



Publishers & Printers:

Could you afford to be without your Linotypes and Monotypes?

Can you do without an Aluminotype Plant? will also be answered with an emphatic NO! by most every large printing and publishing concern within the next few years.

May we show you *now* what an Aluminotype plate-making department means to your business?

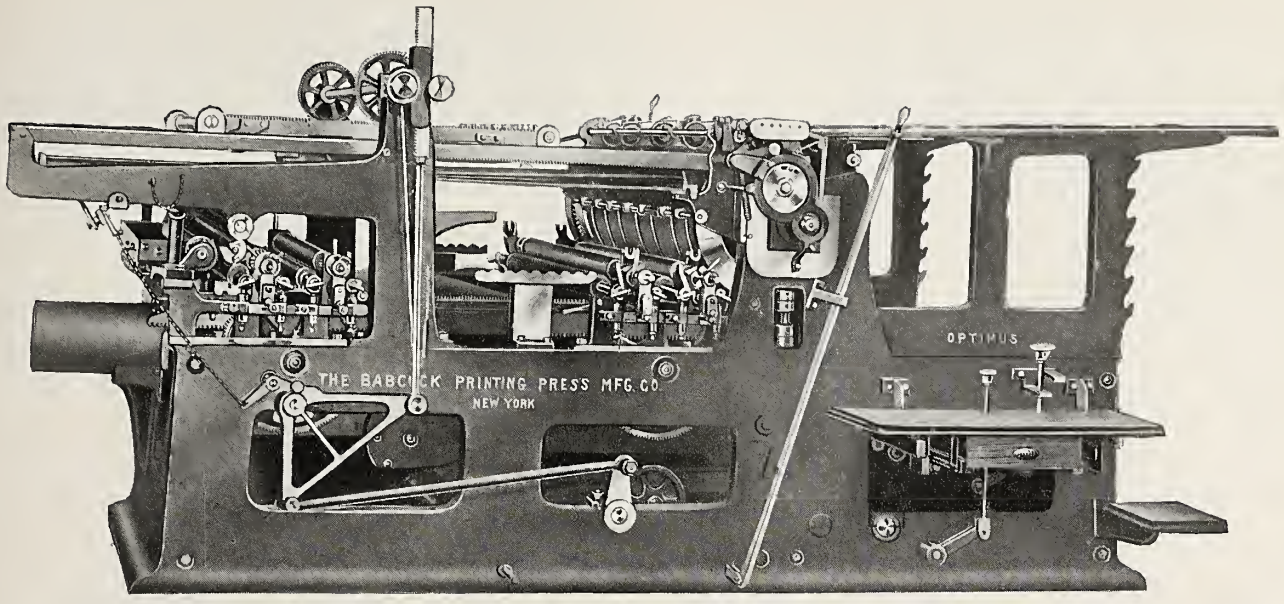
Address: ALUMINOTYPE DIVISION

The Rapid Electrotype Co.

Cincinnati

Sole Owner of U. S. Letters Patent on Aluminotypes

This advertisement printed from an Aluminotype



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

Babcock Pony Optimus

Babcock Pony Optimus

"At one time we borrowed a pressman from another shop to run the Pony Optimus; he said it was his first experience in running a sewing machine." It was a tribute to quality; a recognition of excellent condition after much use.

Unusually good small two-revolutions, the best in the world, another says, the Optimus offers an exceptional line of three pony sizes.

The No. 35 prints a 22x32 sheet with half-inch or less margins; double folio, 22x34, or a 23x33 sheet, and everything smaller. It is the latest, with striking improvements that make it the most satisfactory small press ever sold. Its rigidity, distribution and inking capacity are sufficient for the most trying of small forms, colored periodical covers, and the usual multiplicity of pony work, which may include two six-column news pages. It is supplied with the famous Optimus sheet delivery, which never needs resetting for any size or grade; gives printed sheets triple the usual exposure for drying, jogs them accurately at front of press, printed side up, and in every sense is the only delivery best fitted for small work, and clearing the greatest profit. The No. 35 makes 3000 an hour smoothly and quietly.

The No. 3 Optimus is a handy little press, printing a 22x28 sheet, and accommodating most cover papers, cardboards, double cap, and all small work of any sort. Its sturdiness, accuracy and efficiency were recently demonstrated by a heavy three-color job from a machine used for seventeen years in a large and busy shop that had not cost five dollars for repairs in all that time. Its 3000 an hour speed is made almost noiselessly and without effort.

The No. 4 Optimus takes a 24x36 sheet, and has always been a favorite. It covers a wide range of paper sizes; will furnish work of high character, and when required easily handles two seven-column newspaper pages. As its rollers cover a 23½-inch form, it has been used for a 25x38 sheet. By the exercise of a little care in locking up, it will print book forms or other work on this sheet with three-quarter-inch margins. Is quiet in operation at 2800 an hour.

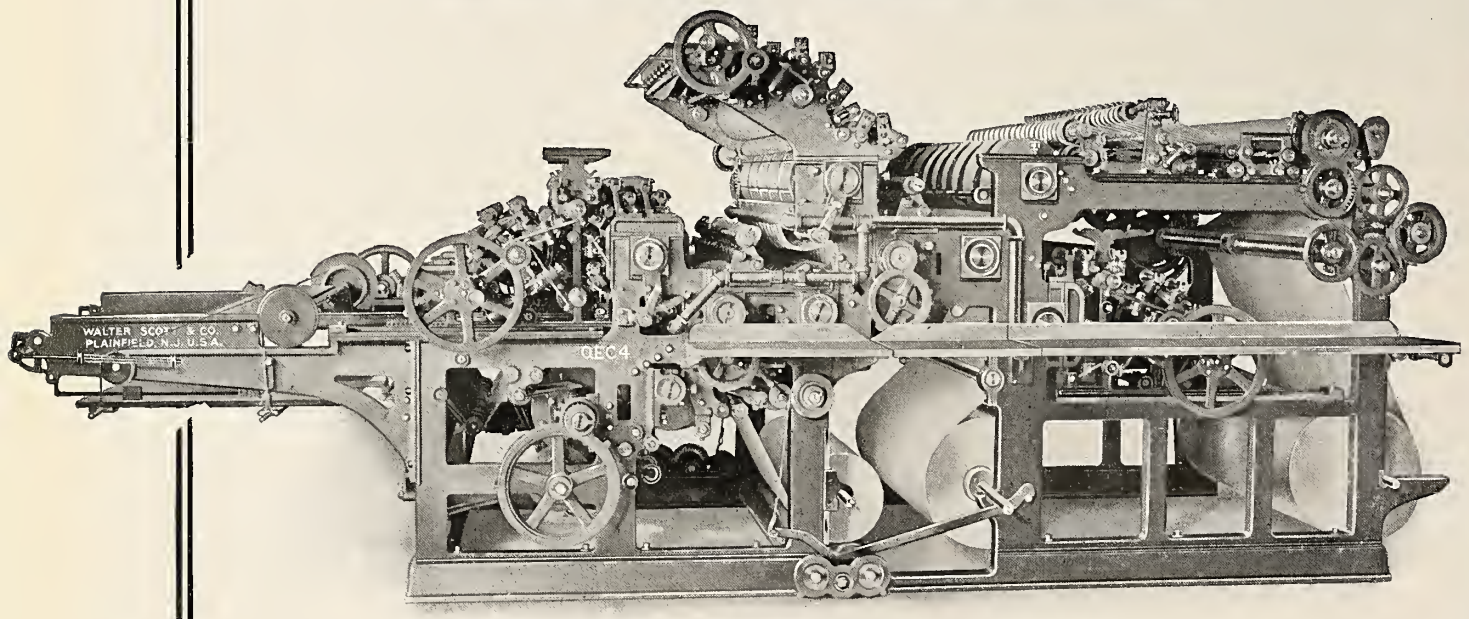
All the above presses have two three-inch rollers. They have the famous Babcock ball and socket bed motion, one of the finest applications of power ever made, absolutely correct, the simplest and strongest mechanism used for driving a printing press bed. They are fully as good as we say they are. We guarantee either to be entirely satisfactory in every way.

SET IN AUTHORS ROMAN

LOOK AT THE FIGURES

Showing the Actual Output on

SCOTT All-Size Rotary Presses in Six Different Establishments



Shop A....	Impressions	per	day	of	eight	hours	32,000
Shop B....	"	"	"	"	"	"	30,000
Shop C....	"	"	"	"	"	"	30,000
Shop D....	"	"	"	"	"	"	32,000
Shop E....	"	"	"	"	"	"	28,000
Shop F....	"	"	"	"	"	"	32,768

DOWN IN TENNESSEE

The Nashville Typothetae gathered the above facts for one of their members, also the hour cost, time required for making ready, number of men required, and a great deal of other information from printers who are operating Scott All-Size Rotary Machines.

IF YOU ARE INTERESTED

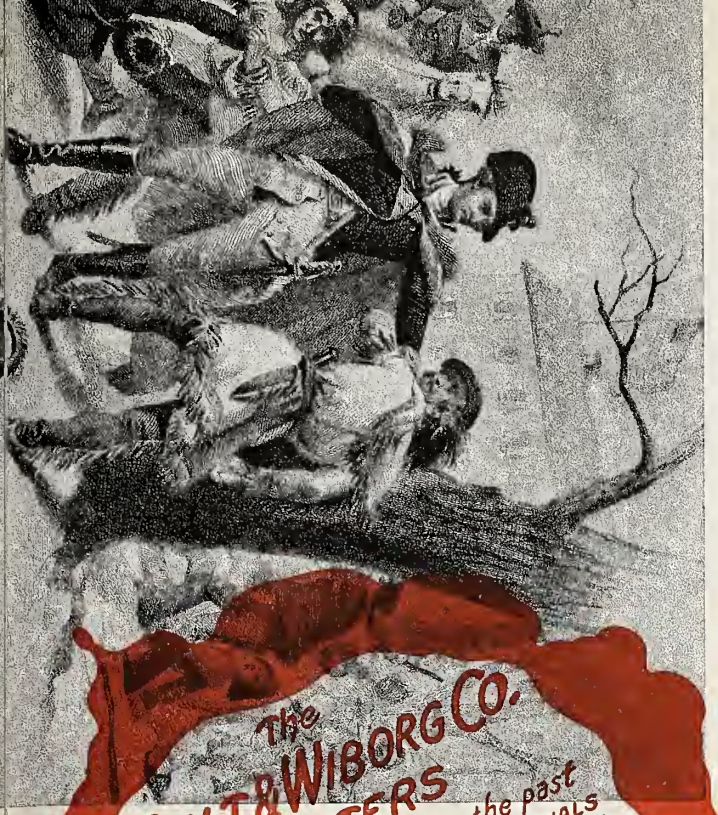
We will be pleased to send you the exact cost for operating one of these machines. It is interesting and instructive, as it shows you just what it would cost to operate one in your establishment.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U. S. A.

NEW YORK, 1 Madison Ave. **CHICAGO, Monadnock Block**





HE CORNFIELDS ON APPROACH OF BRITISH.—Have you read of the ot the historian in his efforts to record the exploits of the soldier, forgotten d by woman in that conflict? One of these examples of loyal and sacrificing ler, a woman of strong character and intelligence.

The Ault & Wiborg Co.
POSTERS
Having run these for the past 20 years in PRINTING JOURNALS and considering them now obsolete, We propose showing hereafter only sheets of actual runs with Our Inks.

AMERICAN HISTORY TOLD IN PICTURES

A NOTABLE COLLECTION OF ONE THOUSAND ILLUSTRATIONS PICTORIALLY DESCRIBING THE GREAT EVENTS AND LEADING PARTICIPANTS IN AMERICAN HISTORY FROM THE DISCOVERY OF THE CONTINENT TO THE PRESENT TIME

Part of run of 75,000 impressions printed by Isaac H. Blanchard Co. New York City, using

ONE THOUSAND SUBJECTS

INDISPENSABLE
IN THE SCHOOL ROOM
LIBRARY AND
HOME

Ault & Wiborg Co.'s
Dull Matte Ink Black
No. 1066-03
Cover Red
No. 7846



MARTHA WASHINGTON.—Not only was it the aim in bringing this collection of views to illustrate the public achievements of grea cans, but also to present many interesting incidents in their home a life and sketches of those who have contributed extensive influen their lives. The artist has here given us an interesting sketch o Washington, as she appeared in her early days. One of the specia of this publication is the collection of views relating to the hom Washington, Lincoln, and other famous Americans and their famil



te of John C. Calhoun

New York Art Publishing Co.
1133 Broadway, New York City, N. Y.

The
AULT & WIBORG CO.
POSTERS
Having run these for the past
20 years in PRINTING JOURNALS
and considering them now obsolete,
We propose showing hereafter
only sheets of actual runs
with Our Inks.

MEETING OF GOVERNOR CARVER AND MASSASOIT.—The in
view between the Governor of the Plymouth Colony, shortly after the ar
of the *Mayflower*, and the Indian chief, Massasoit, planned and carried
by the famous Miles Standish, is one of the interesting events illustr
and described in this collection. The heroic fight of the Colonists ag
the savages, as recorded by the artist in innumerable sketches and portr
constitutes one of the rarest and most valuable subjects in the publica
The entire range of Indian history and character is covered by the view
the collection, and graphically described in the text accompanying each

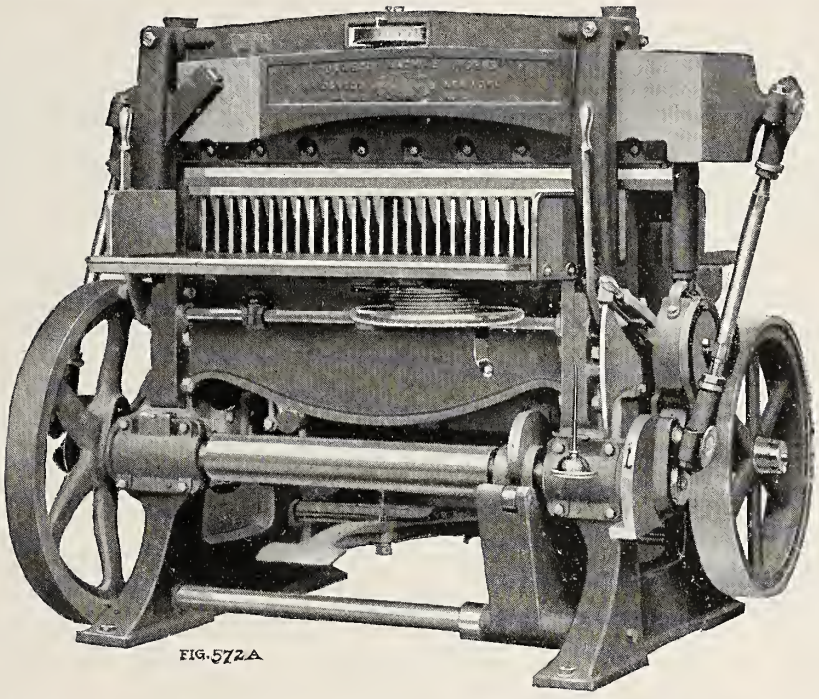


FIG. 572A

Why Pay for Something You Do Not Get?

When any printer persists in using antiquated machines, when more efficient machines *can* be had — he pays for the new ones even if he *doesn't* buy them.

If you are not using an Oswego cutter, you pay for it just the same.

Yes, you pay for it in loss of time — and time is precious.

You pay for it in extra labor — and labor is costly.

You pay for it in loss of power — that an Oswego can save.

And you pay for it in lessened quality of production.

So why *keep on* paying for what you do not get?

Investigate Oswego cutters. Every Oswego machine — from the little Oswego Bench cutter to the giant Oswego Auto Rapid-Production cutting machine — has more new and important improvements than any cutting machine yet produced. An Oswego easily saves its cost — besides producing the maximum quantity of work.

Better investigate to-day. Ask us to tell you *why* Oswegos are superior to other cutting machines — and *how* they make for efficiency. Write to-day for the portfolio, "Cutting Machines Exclusively."



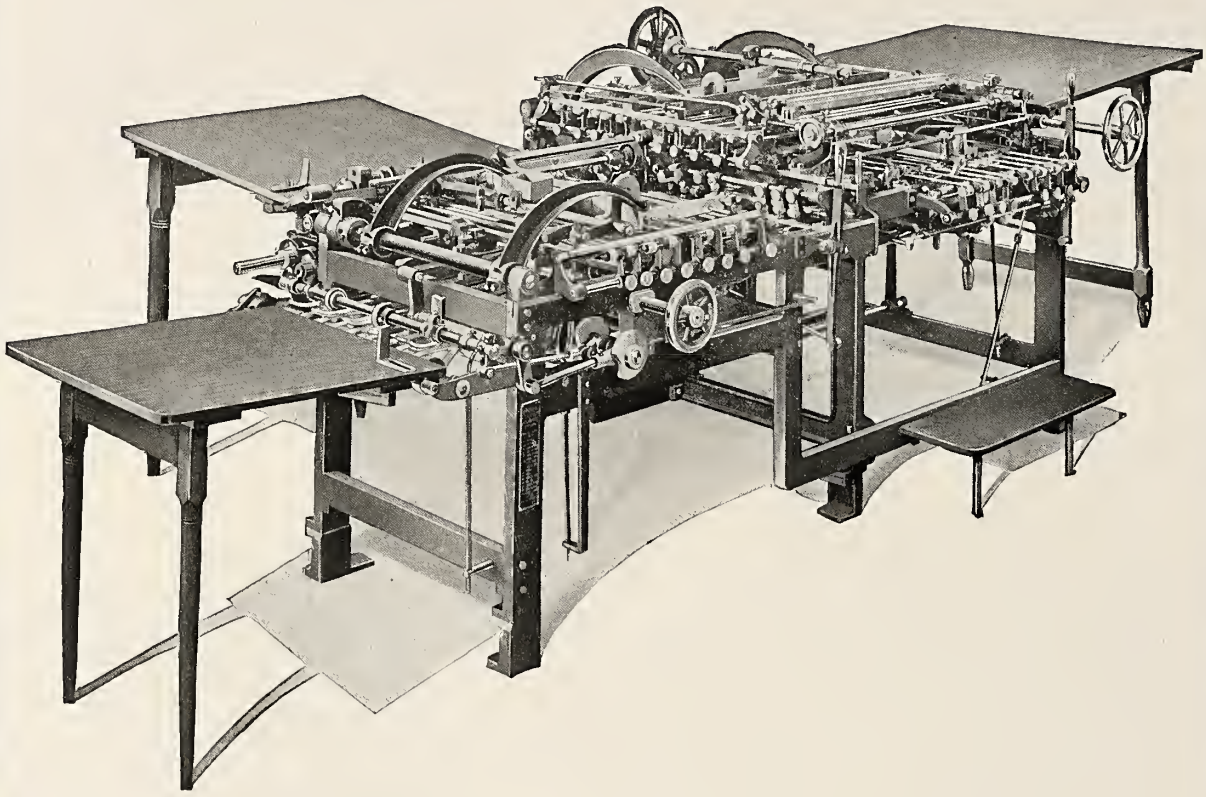
Oswego Hand Lever Cutter

Strength? Certainly!

OSWEGO MACHINE WORKS, NIEL GRAY, Proprietor

OSWEGO, NEW YORK

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

Erie, Pa.

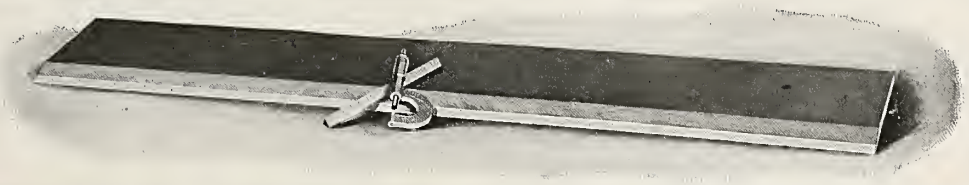
Chicago
343 South Dearborn Street

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

Dallas, Texas
1102 Commerce Street

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

WHY? and WHEREFORE?

¶ The Buying Heads of big Business Houses are looking into the stationery problem more and more every month. Hitherto they told their printer or lithographer to go ahead, and make up an order of letter-heads on any first-class paper that looked all right, and let it go at that.

¶ Now they want to know what Bond is going into the job, *why* the printer is using it, *why* it is better than so-and-so's paper, and *why* their letter-head done on such-and-such a sheet would not prove more efficient as an advertising power. In fact the conversation of a modern buyer of stationery is one big *WHY?*

¶ One of our Portfolios of Specimen Letter-heads done on

WORTHMORE BOND

"It has the crackle"

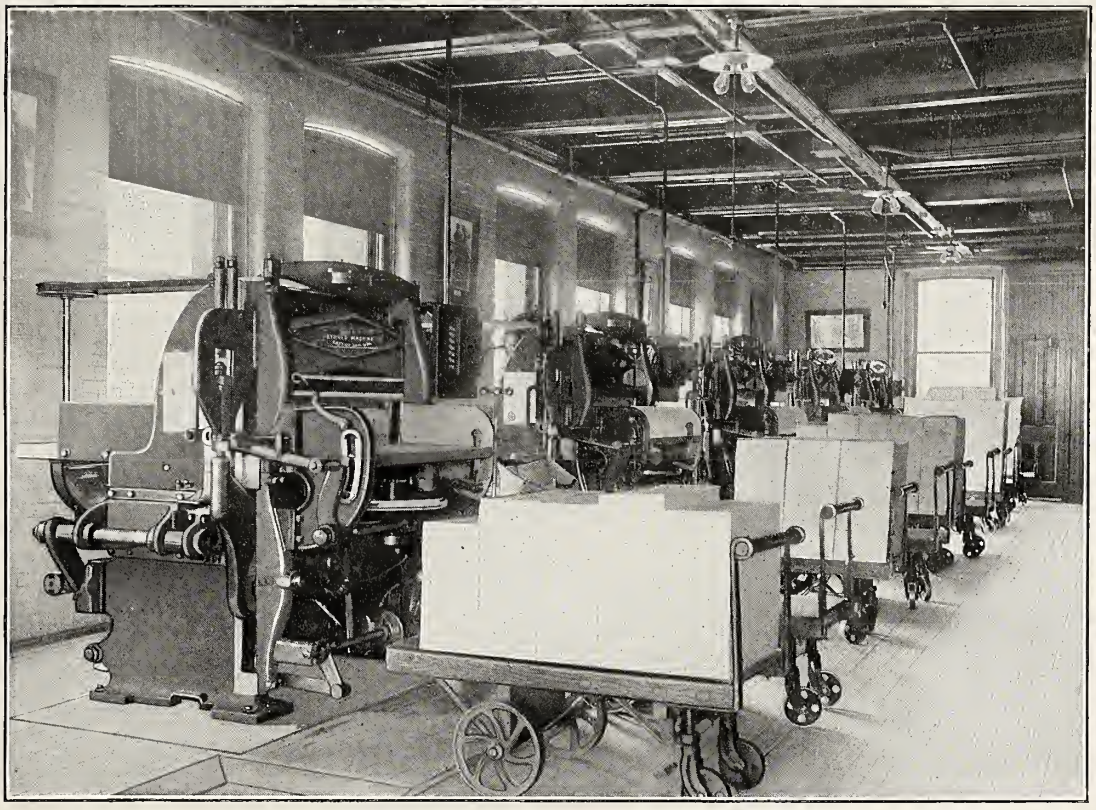
in the hands of a Printer-Salesman, seldom fails to answer the above questions. A careful examination of these specimen letter-heads, with a few briefly stated facts, will convince the business man that he has found "Paper Luxury Without Extravagance."

The Whitaker Paper Company
Cincinnati

SOLD IN THE EAST BY
BAY STATE PAPER COMPANY ∴ BOSTON



Seybold Twentieth Century Automatic Cutting Machines



THE above illustration shows five of six SEYBOLD TWENTIETH CENTURY AUTOMATIC CUTTING MACHINES recently installed in the plant of J. C. Blair Co., Huntingdon, Pa. They write: "We now have eight Seybold Twentieth Century Cutters with drop table and two with straight table in operation — all working up to PERFECTION. They are in every way TOP NOTCH in perfection of MATERIAL, WORKMANSHIP and OPERATION."

The above statement, coming as it does from the largest manufacturers of superlatively fine stationery, certainly means something. THINK IT OVER.

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

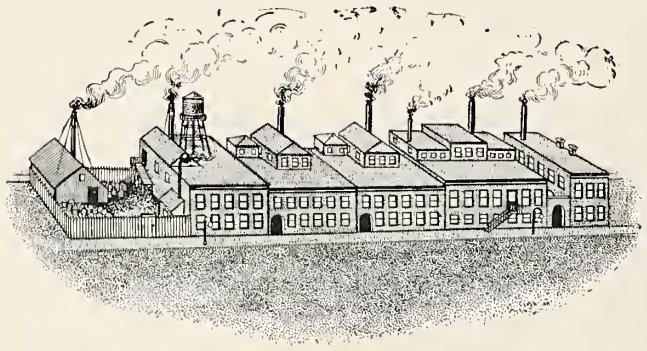
BRANCHES: New York, 70 Duane Street; Chicago, 112-114 Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

IF OUR FOOT SLIPS

CALL US DOWN

We are endeavoring to have it universally said that—"It is a pleasure to deal with The Queen City Printing Ink Co."

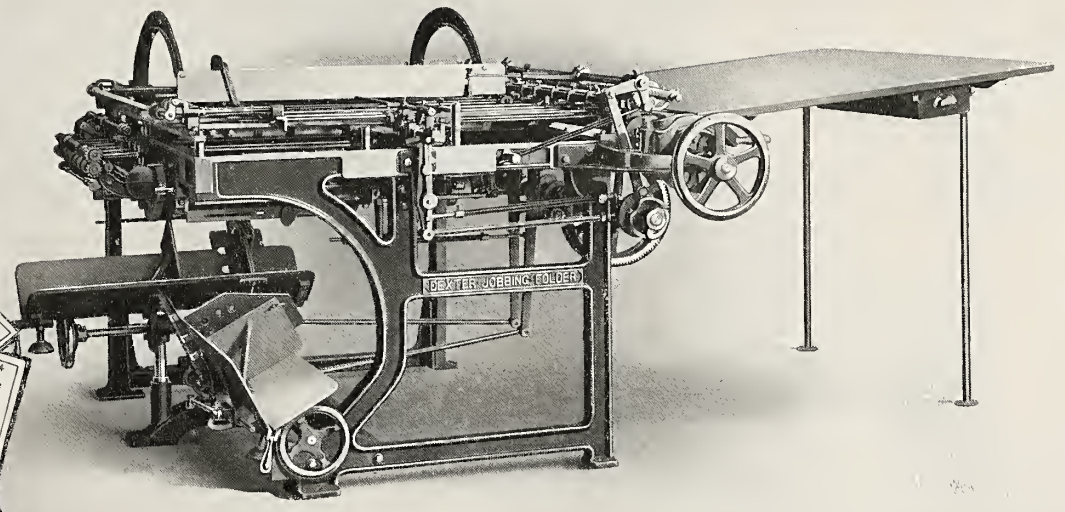
WE FEEL THAT WE OWE YOU MORE THAN MERELY THE RIGHT INK AT THE RIGHT PRICE. WE WANT TO GIVE ENTIRE SATISFACTION IN EVERY PARTICULAR—TO DO THIS WE TRY TO MAKE OUR SERVICE PERFECT DOWN TO THE SMALLEST DETAIL—HENCE OUR REQUEST—TO CALL US DOWN IF—OUR FOOT SLIPS.



H·D· INK AND OTHER HIGH-GRADE INKS

CINCINNATI PHILADELPHIA BOSTON ROCHESTER DETROIT CHICAGO KANSAS CITY MINNEAPOLIS DALLAS

Number 190 Type
12 X16" to 35X48"



THE DEXTER STANDARD JOBBING FOLDERS

FOLD the finest catalogue, book and pamphlet work more accurately and many times faster than can be done by hand. All regular forms, varying in the number of pages from 8 to 32 are folded, and registered at each fold; the heads of each perforated to prevent buckling.

If you have 20,000 to 30,000 folded sheets a week that have two to four operations to the sheet and averaging 2000 to the job, one of these folders becomes an economic necessity, as it will save its cost in 16 to 20 months. We can prove it.

Made in the following sizes:

SHEET SIZES—INCHES	NO. OF R. A. FOLDS	FLOOR SPACE—FEET
8½x11 to 19x25	2, and 3	6 x 8½
12x16 to 25x38	2, 3 and 4	6½x 9½
12x16 to 35x48	2, 3 and 4	6½x11½
16x24 to 40x54	2, 3 and 4	7 x12
26x40 to 42x62	2, 3 and 4	8 x12½
28x42 to 46x68	2, 3 and 4	10 x13

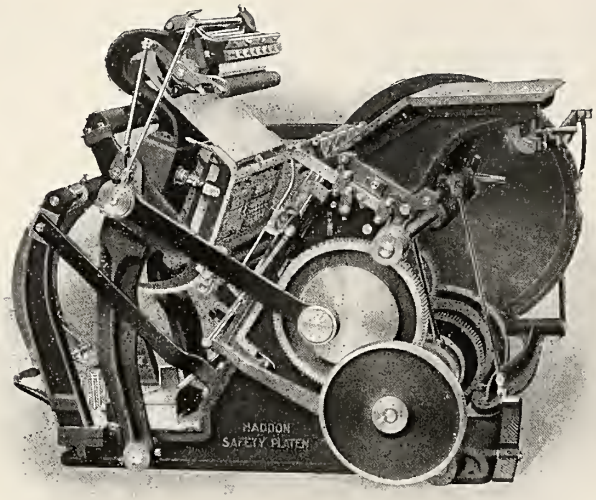
DEXTER FOLDER COMPANY

FOLDERS, CROSS CONTINUOUS FEEDERS, PILE FEEDERS, CUTTERS

NEW YORK CHICAGO PHILADELPHIA BOSTON

ATLANTA, GEORGIA: Dodson Printers' Supply Co.
SAN FRANCISCO: Brintnall & Bickford
TORONTO, CANADA: The J. L. Morrison Co.

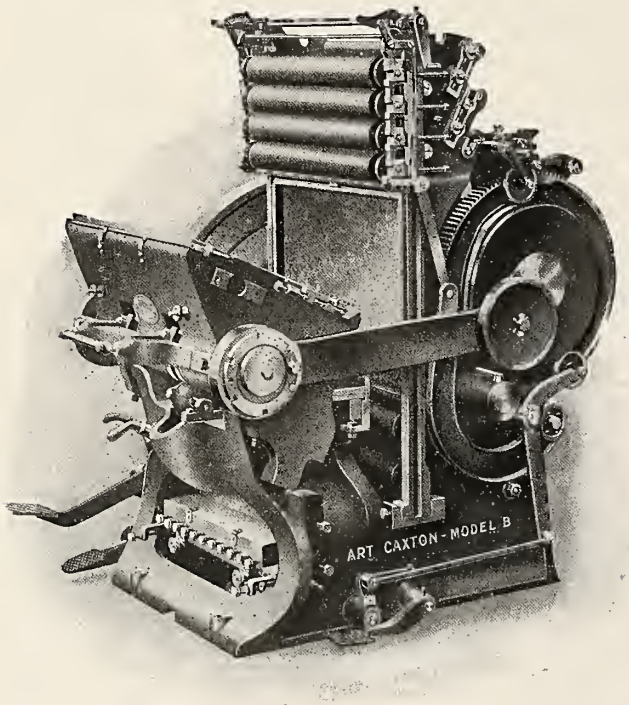
TWO MACHINES YOU MUST HAVE



SAFETY PLATEN

Gripper Feed. Gripper Delivery. Inside chase 18 by 12 inches. Speed 2,500 sheets per hour. Removable Make Ready Plate. Treadle Impression Throw-off. Powerful Inking System for Letterpress and Half Tone. Other Exclusive Features.

STOCK:
Onion Skin to Thick Card.



THE ART CAXTON PLATEN

Three Sizes. Nine Models. The Absolute Perfection of Platen Press Building. Received the only Diploma of Honor awarded to a Platen Press at the Turin Exhibition, 1911. Others were exhibited! Now being demonstrated in New York by our Sole Agent:

H. HINZE, Tribune Buildings, New York,

also in Canada by The

ANGLO-CANADIAN TYPE and PRINTING MACHINERY Co., Ltd., 124, York St., Toronto.

MADE IN ENGLAND.

JOHN HADDON & CO. SALISBURY SQUARE, FLEET ST., LONDON.



ENEU COLORS Printed without slipsheets.

CHAS. ENEU JOHNSON & Co



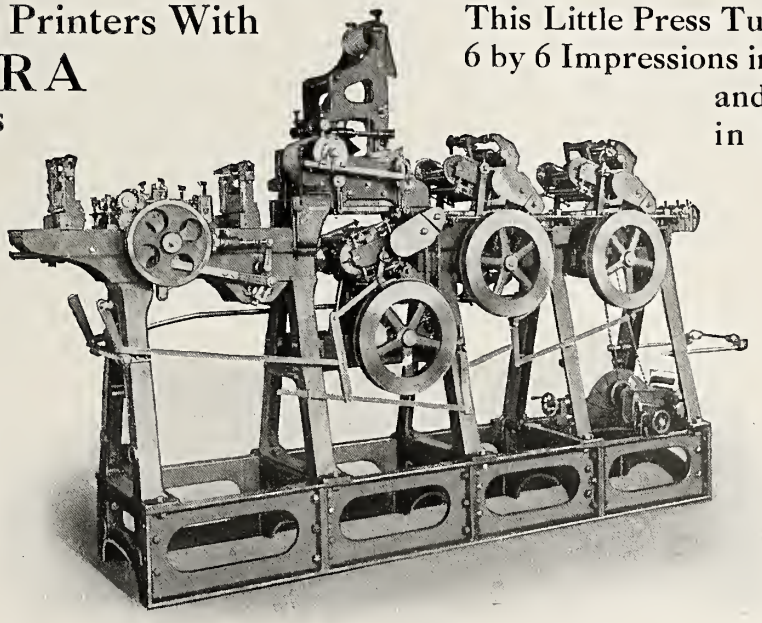
PRINTING INKS

PHILADELPHIA NEW YORK CHICAGO BALTIMORE
SAN FRANCISCO ST. LOUIS CLEVELAND BOSTON

SUMMER PROFITS

Are Large for Printers With
NEW ERA
Presses

This Little Press Turns Out 60,000
6 by 6 Impressions in Three Colors
and Cuts to Size,
in Eight Hours



N o curved plates

E asy to make ready

W ill handle any stock

E xcellent distribution

R igid impression

A money-maker

Send for samples and catalog and let us tell you what other printers are doing with this wonderful machine.

Manufactured by The Regina Co., Henry Drouet, *Sales Agent*
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

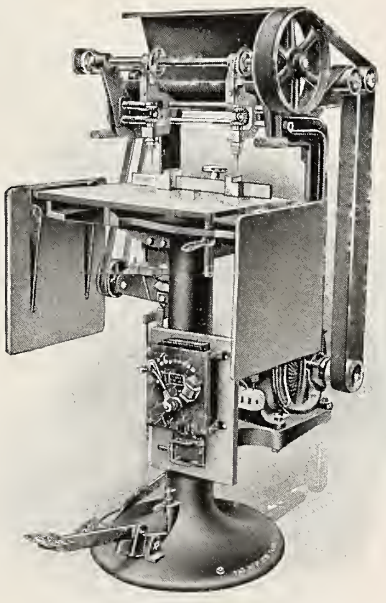
Round Hole Cutting Machine

For Printers and Book Manufacturers

THE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a ½ horse-power motor and is regulated by a combination of pedals at base of pedestal for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from ⅛ inch up, without clogging or bending the Cutters. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of 1¼ inches, in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to 2½ inches.

We are also manufacturers of Berry's Machine for Loose-Leaf Work and Devices. These machines represent the crystallized ideas of a master mind in the field of practical mechanics, and merit wins.

For circulars and prices, address

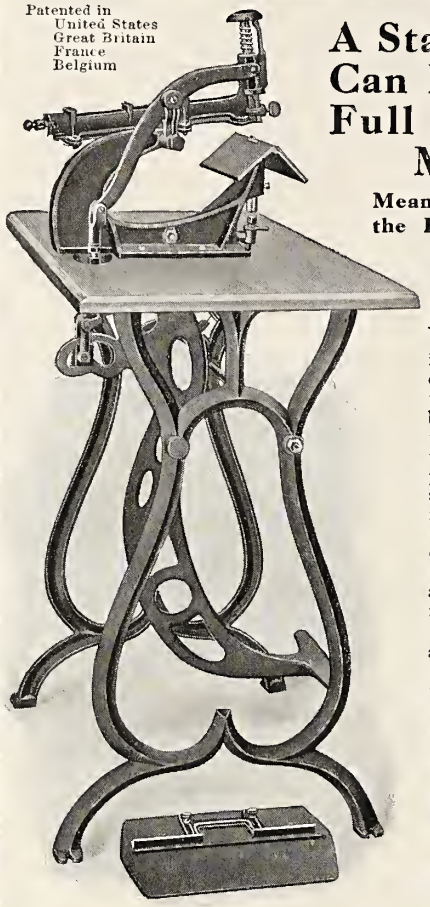


Patents, August 8, 1911—January 9, 1912
This cut gives you an idea of its appearance and construction.

THE BERRY MACHINE CO., 309 N. THIRD STREET
ST. LOUIS, MO., U. S. A.

EASTERN REPRESENTATIVE: H. HINZE, TRIBUNE BLDG., NEW YORK CITY

Patented in
United States
Great Britain
France
Belgium



A Stapler that Can Prove Its Full Claimed Merits

Means Economy in the Printing-Office

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

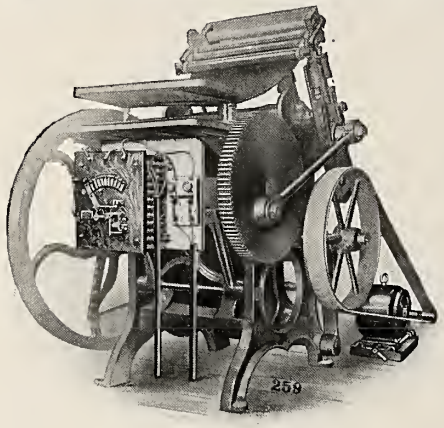
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

Robbins & Myers Motors

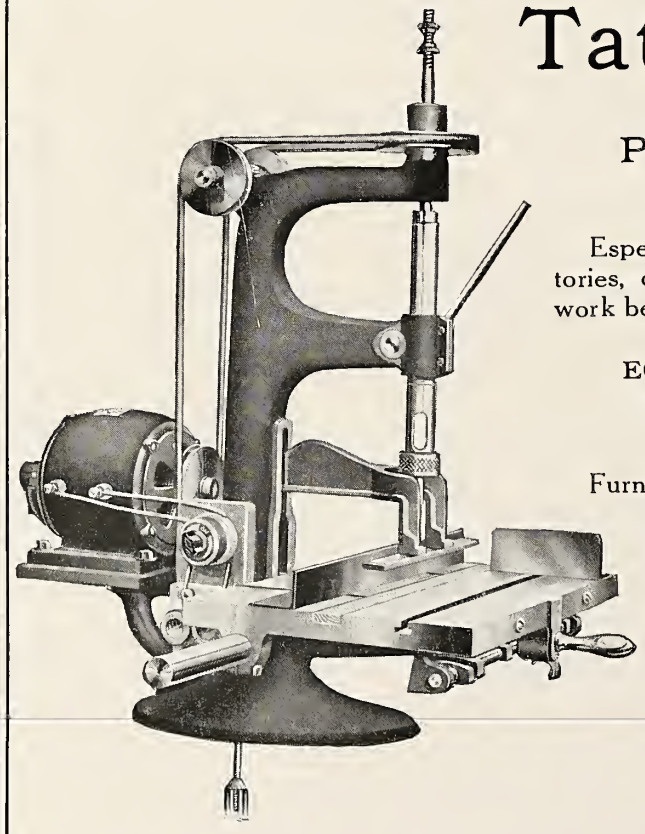


If Your Machinery

is motor-driven, if each piece has exactly the right motor and controller, you are in position to get the maximum results from your equipment; in fact, in many cases you can double the output to be expected from an ordinary belt-driven print-shop, but be sure that the motors and controllers are correctly chosen and installed. We have the motors and the experience.

The Robbins & Myers Co.

Main Offices and Factory:
SPRINGFIELD, OHIO
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES



Tatum Paper Drill

(Patent applied for)

PERFECT HOLES THROUGH TWO INCHES OF PAPER

Especially adapted for railroad tariffs, telephone directories, order blanks, calendars and other excessively thick work beyond the capacity of an ordinary punching machine.

EQUIPPED WITH ADJUSTABLE TABLE
HOLLOW DRILLS (which avoid choking)
AND FOOT CLAMP

Furnished either for belt drive or with motor, and as bench machine or with floor stand complete. Write for descriptive circular and for our new catalogue No. 30-A, showing a complete line of paper drills, punches and perforators.

THE SAM'L C. TATUM CO.

Main Office and Factory:
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OHIO

THE LINE OF TRUE MERIT
TATUM
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New York Office:
180 Fulton Street
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PRINTED FROM A NICKEL-STEEL ELECTROTYPE

Bankers Linen Bond — *guaranteed pure*

BANKERS LINEN BOND is *different* from other bond papers, it is guaranteed pure.

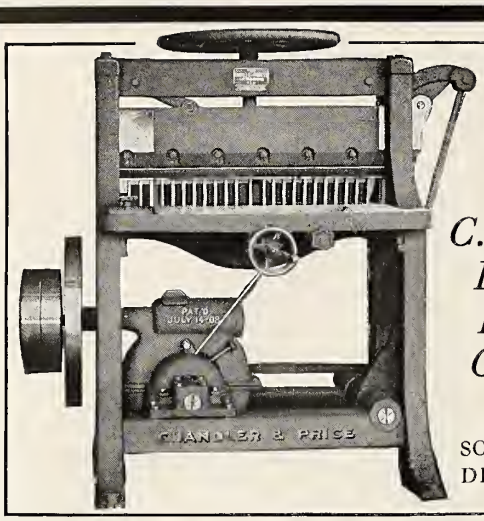
There are many ingenious methods of imitating the genuine Bond paper. The use of straw and wood pulp imparts a hardness to the paper, and gives it the rattle that is characteristic of GENUINE Bond. These adulterations deceive even experts, and are only revealed by time. The imitation Bonds fade and grow brittle by age. Therefore, caution should be used in selecting GENUINE Bond Paper for stock certificates, deeds, insurance policies and all documents of value that should withstand the ravages of time.

BANKERS LINEN BOND is manufactured from carefully selected rag stock, and is absolutely free from adulteration.

Unusual care is taken to give this paper a superior writing surface, and Bankers Linen Bond takes the ink freely with an entire absence of the waxy defect, characteristic of many high-grade papers, which causes the pen to slip without making a line.

BECAUSE only actual users realize the full value of Bankers Linen Bond we want you to give it a trial. Write on your letterhead for samples of this superior paper. After you have examined it we are sure you will specify "Bankers Linen Bond" on your next order. Dictate a short note now.

The Southworth Company
Mittineague, Mass.



C. & P. Power Paper Cutter

SOLD BY DEALERS

Chandler & Price CUTTERS

THE Chandler & Price Power Paper Cutter — a thoroughly reliable and practical paper cutter at a moderate price. Built "Chandler & Price Style" and backed by the C. & P. reputation for reliability.

The principal points of merit on this machine, briefly told, are: Extra heavy frames and braces, to withstand strains, and to prevent springing under heavy cuts; a deep throat and ample table, enabling operator to handle largest sheets and heavy "lifts"; encased power mechanism placed beneath the table where it may be kept free from dirt and is out of the operator's way; power may be either belt or motor; extra large clamping wheel; perfectly constructed throughout, and all parts commercially interchangeable. Embodying all latest ideas.

Made in three sizes, 30, 32 and 34 inch, cuts and squares up to sizes noted. Further information will be furnished upon request.

DURABILITY and ease of operation are most noticeable in Chandler & Price style, as developed in the C. & P. Lever Paper Cutter. For the plant requiring a cutter of this kind, no mistake will be made in choosing the Chandler & Price, having the following strong points to recommend it: Perfectly counterbalanced, requiring slight effort by operator to handle heaviest cuts; a deep throat and large table; an adjustable lever and weight; all parts commercially interchangeable; extra large clamping wheel; frames and braces of great strength to stand up under heaviest cuts.

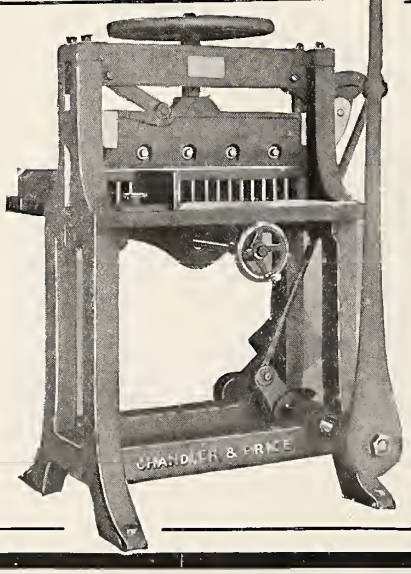
Sold at a moderate price and backed by the Chandler & Price reputation for building dependable printers' machinery. Recommended for smaller plants where a power cutter is not required, for plants in small towns where power is not always available, and as an auxiliary in large plants.

Send to-day for full information, to be had from your dealer or the manufacturers.

Chandler & Price Co.

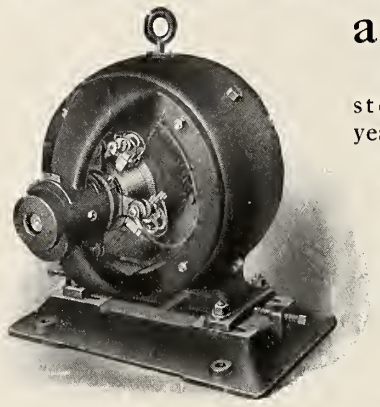
CLEVELAND, OHIO

C. & P. Lever Paper Cutter



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What Proves the Value of a Motor?



Motors that have stood the test of years, built for an express purpose, are the two best evidences that the buyer should consider.

Peerless Motors

combine all features which experience has proved to be the best.

They are constructed for every-day service and for any requirement about the print-shop, electrotyping or engraving plant. Suppose you look well to the "Power Cost" item. Our Motor Power "holds down" your cost of production where it belongs.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

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Sales Agencies:

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Guaranteed in Every Respect

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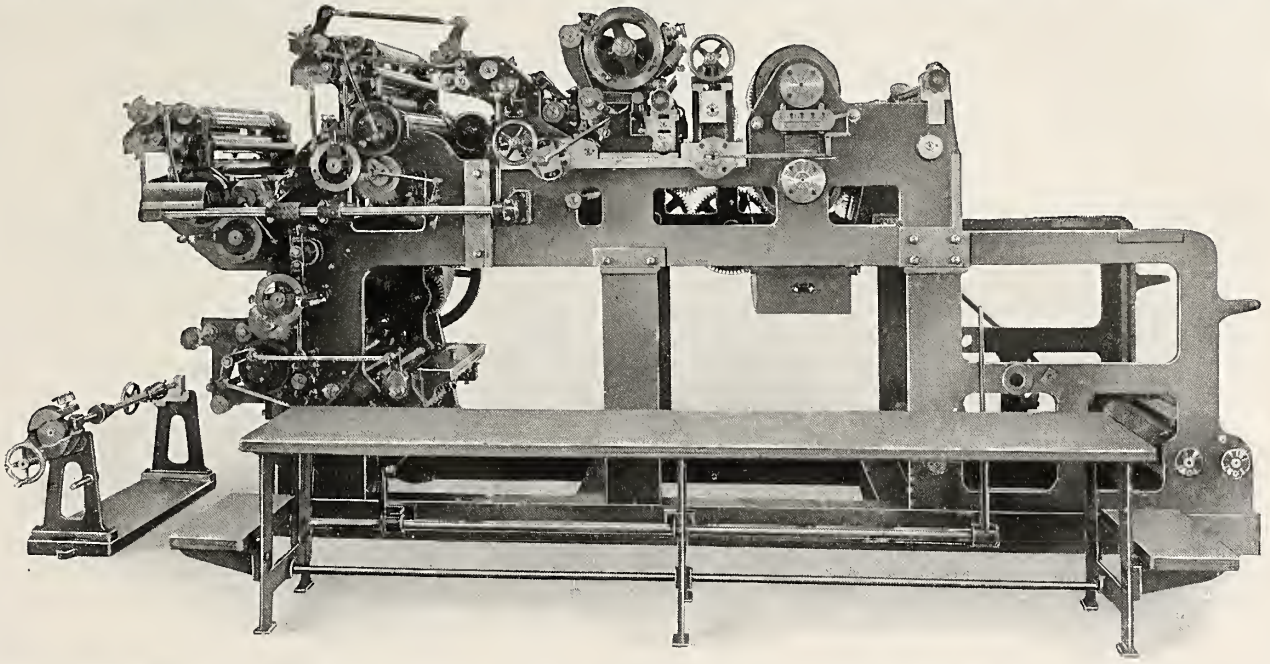
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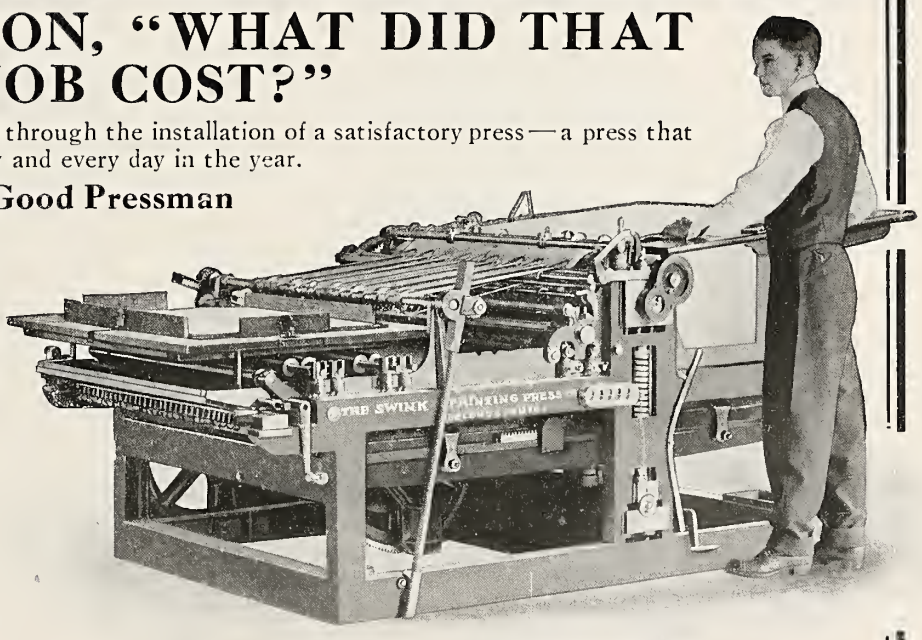
Canada: The J. L. Morrison Co., Toronto Great Britain: John Haddon & Co., London South America: Wassermann & Co., Buenos Aires
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THE QUESTION, "WHAT DID THAT JOB COST?"

is forever answered and protected through the installation of a satisfactory press—a press that gives service every hour in the day and every day in the year.

A Good Press and a Good Pressman

are two valuable assets to a printer, for good pressmen like efficient presses; therefore, increased press output and higher character of work at the right cost.



The Swink High-Grade Two-Revolution Press

is the most compact, "get-at-able" press on to-day's market, occupying the least amount of space, absolutely noiseless, does not shake the building, and protects pressmen against nervous prostration.

High speed, perfect register, book-form or four-color work, equipped with the best inking system. *Catalogue will be supplied upon request, or special representative will call and see you.*

The Swink Printing Press Company

Factory and General Offices
DELPHOS, OHIO



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

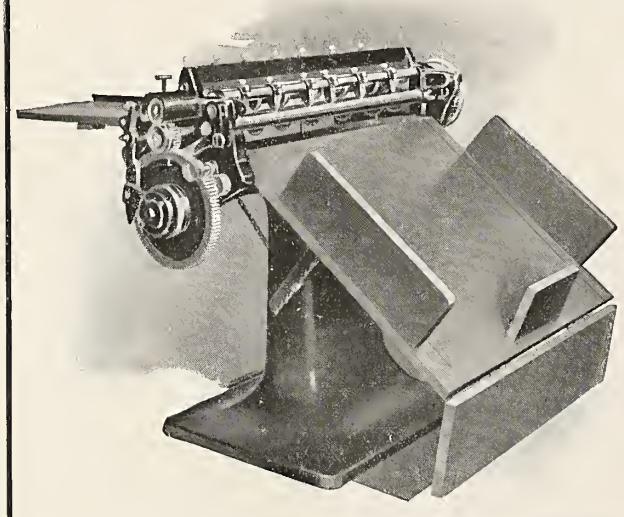
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

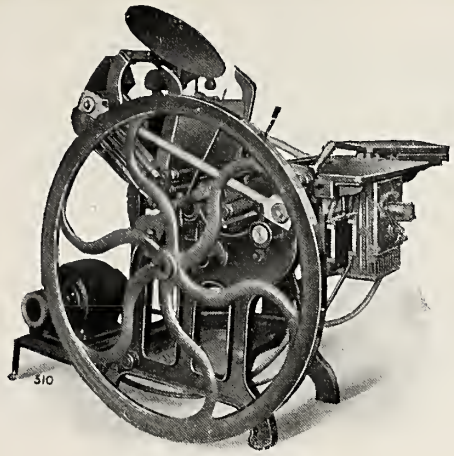
A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

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Job Press driven by Form L Motor

Every detail in the design of the Form L motor is the result of years of development and study under practical working conditions. Since their introduction more than a million dollars' worth have been installed. This is a clear indication that many people have found that they could reduce maintenance charges by installing these machines.

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Crocker-Wheeler Co.

Offices in All Principal Cities

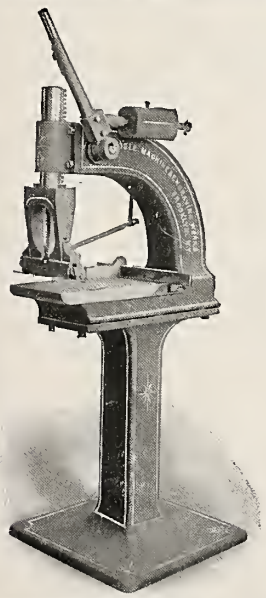
A STYLISH SHEET. Just forget (if you can) that our LIGHT-WEIGHT CATALOG PAPER 10333 saves in paper cost and halves your postage. Forget that for a minute, and look at the *style* of it. It is an attractive sheet in itself, and *fashionable*.

Basis 25 x 38 — 28 lb.; ¾-inch to 1,000 pages.
White, and remarkably opaque for its weight.
Write for printed sample showing 150-line half-tones.

PARSONS TRADING CO.
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29-33 Prospect Street 111 Washington Street
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"Hoole" Hand Pallet Machine

Manufacturers of

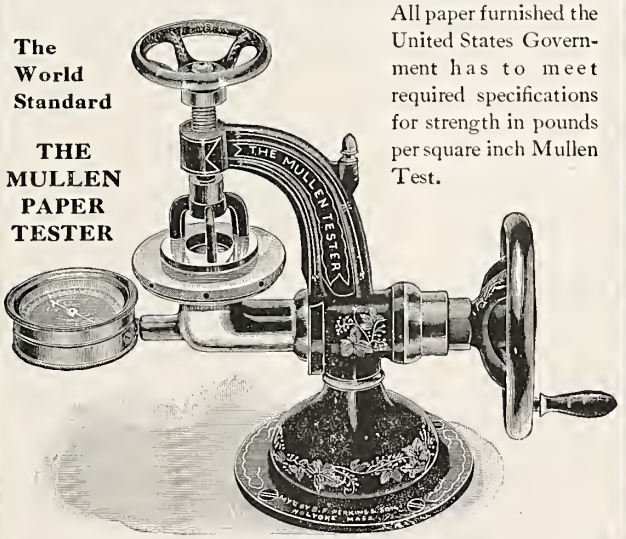
End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

Know the True Quality of the Paper You Buy!

The careful and successful printer needs as a protection accurate knowledge of the paper he bargains for and sells to his customers.

The World Standard

THE MULLEN PAPER TESTER



All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.

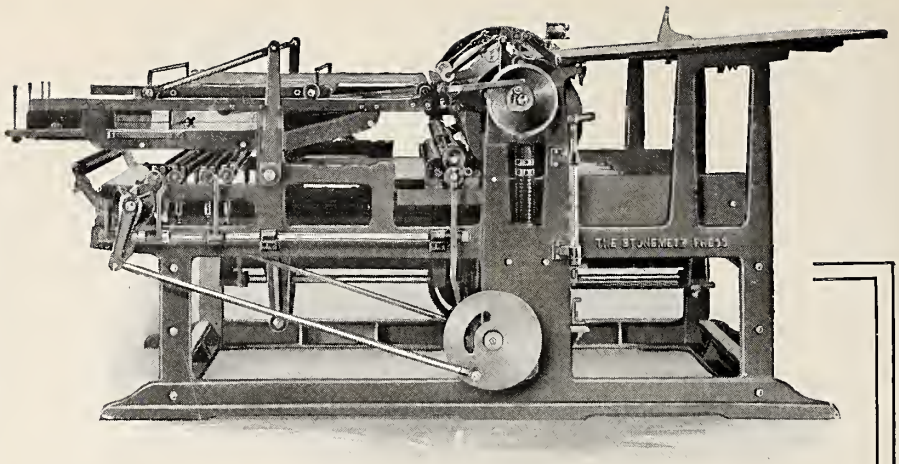
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26 in. x 38 in.
29 in. x 42 in.



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It produces high-grade printing in the most economical manner.

It permits of quick make-ready on all classes of work.

It not only registers perfectly when first installed, but *always*.

The STONEMETZ is the outcome of modern design and expert manufacture; economical in first cost; guaranteed low up-keep cost.

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The Only Three Machine Combination
in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

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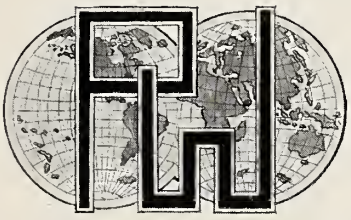
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ALL GRADES OF PAPER



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RESULTS IN

BETTER SERVICE



Sprague Electric Motor Connected to Disc Fan

Nearly everyone has experienced that wide-awake, ready-for-anything feeling in the cool, fresh air of the country. The printer who produces these conditions in his shop will surely benefit by the increased efficiency of his men.

The installation of a Sprague Ventilating Equipment will prove a good investment. They are giving exceptionally efficient service in printing-plants throughout the country, with little or no attention.

Equipments to meet standard conditions are regularly carried in stock, while special conditions can be met on short notice.

Ask for Bulletin No. 2354

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OF GENERAL ELECTRIC COMPANY

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¶ Experience has proved that D. H. R. Stamping Inks will run a job and show a profit that by any other method results in either a loss or a very small margin over actual cost.

¶ The reason is found in the fact that D. H. R. Inks mean a greater number of impressions per day from your presses, no lost time from tearing of wiping paper, quicker make-ready, perfect impressions and no waste.

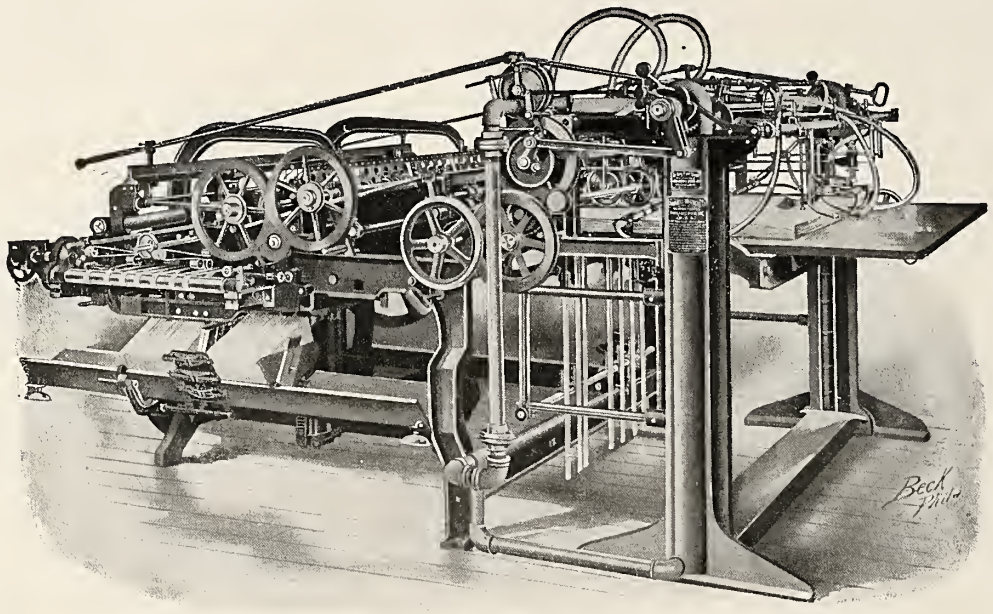
¶ Try a sample lot of 50 or 100 lbs. of D. H. R. Black, Blue or Red and note the difference in results and economy.

Denny, Hilborn & Rosenbach

PHILADELPHIA, PA.

GEO. RUSSELL REED COMPANY, SAN FRANCISCO, CAL., Agents for Pacific Coast.

THE CHAMBERS
Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

All desirable modern appliances. Accurate, reliable work guaranteed.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

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UNIVERSAL TYPE **MOTORS**

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SUCCESSORS TO

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"FLAT AS A PANCAKE"

GUARANTEED
FLAT FLAT
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THE PROVERBIAL PANCAKE IS NO FLATTER THAN
Ideal Guaranteed Non-Curling Gummed Papers

Absolutely the best on the market. Made in a great variety of weights and colors. If you print labels or any other work requiring gummed papers, use the "*Ideal*" brand. By so doing, all the usual troubles experienced in using the ordinary gummed papers are eliminated.

Sample-book on request

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Inks that are used in every country where printing is done.

Kast & Ehinger
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INKS
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The World's Standard Three and Four Color Process Inks

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There are two other grades—"SUPERIOR" and "SUPERBA"—both of equal excellence when price is considered. Write for particulars and prices and for name of nearest agent carrying our papers.





Dual L Ruling Machine

THIS cut shows our Dual L Ruling Machine, which is so constructed that the machines can be operated singly when so desired. No shop, however small, is up-to-date without one of these machines, as it saves one feeding of the paper. Absolutely guaranteed to do perfect work.

THE W. O. HICKOK MANUFACTURING CO., Harrisburg, Pa., U. S. A.

Established 1844 MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto Incorporated 1886

THE MILLER INCLINE TRUCK

Constructed to LIFT and CARRY up to 5,000 Pounds
Saves REHANDLING — EQUIPMENT — MATERIAL

One truck will easily operate 100 platforms, which you can make yourselves.



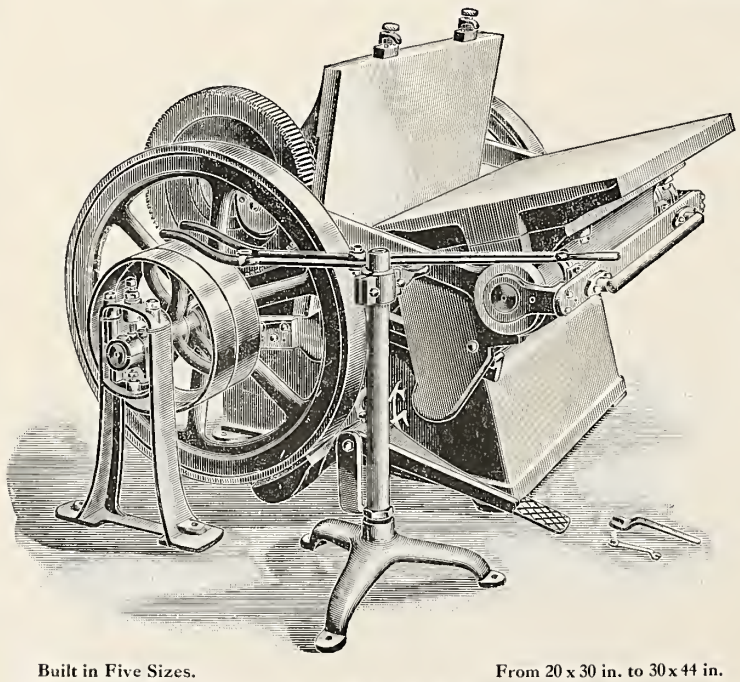
You can operate the mechanism, which is a powerful screw, with the handle of truck in upright position. The truck has four wheels, all on shafts, the two front wheels being connected and steered with fifth wheel plate.

Better than a three-wheel truck, which might tip over when loaded.

THE MILLER INCLINE TRUCK COMPANY

561 West 57th Street NEW YORK CITY

The Cost of Installing a Press Should Not Be Your Only Consideration



Built in Five Sizes. From 20 x 30 in. to 30 x 44 in.

If you contemplate replacing or adding to your present battery of presses, you should consistently calculate future savings in operating your equipment. First cost should not be the only consideration.

The Gally Universal Cutter and Creaser

is built to endure, nothing neglected or omitted — therefore great strength and durability stand out boldly as essential features of a satisfactory cutter and creaser.

The Gally Universal

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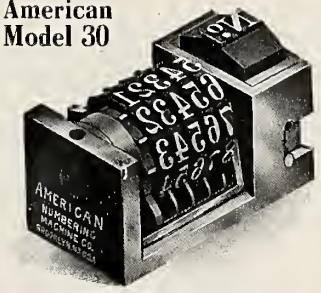
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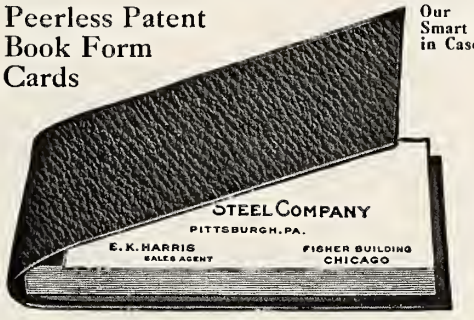
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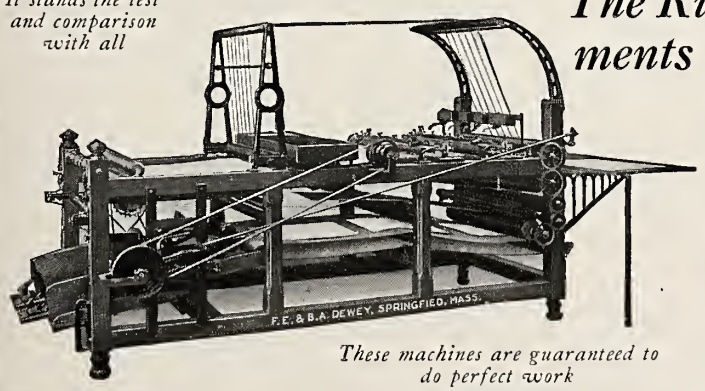
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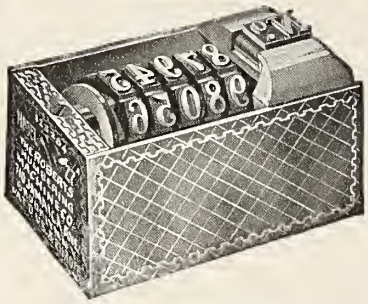
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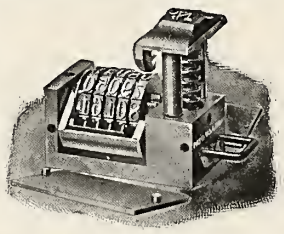
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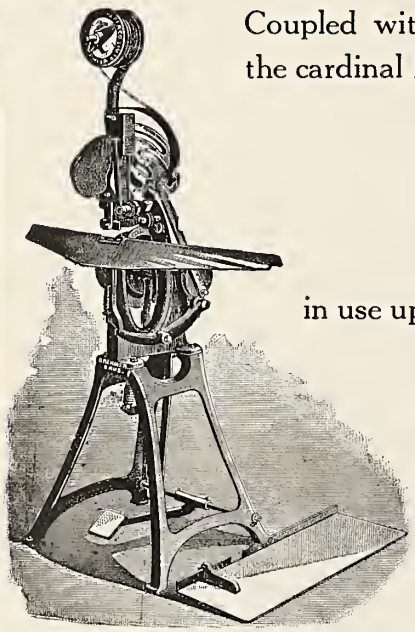
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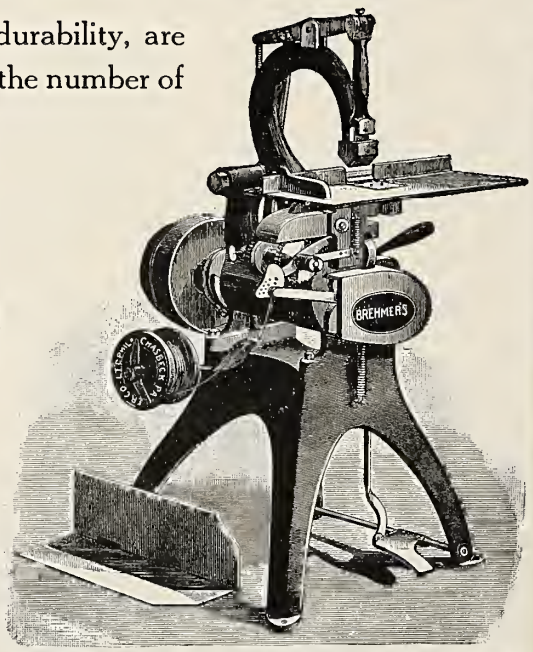
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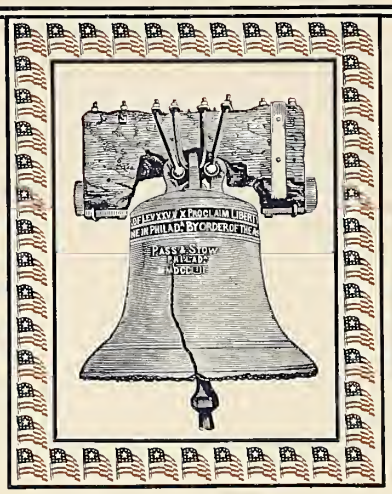
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14 Point Font $3 00 16 A $1 40 30 a $1 60

THE KING REFUSED HIS ASSENT TO Laws the most wholesome and necessary for the public good; he has $789

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30 Point Font $4 00 5 A $1 75 11 a $2 25

BRAVE FIGHTERS Surrounded Enemy

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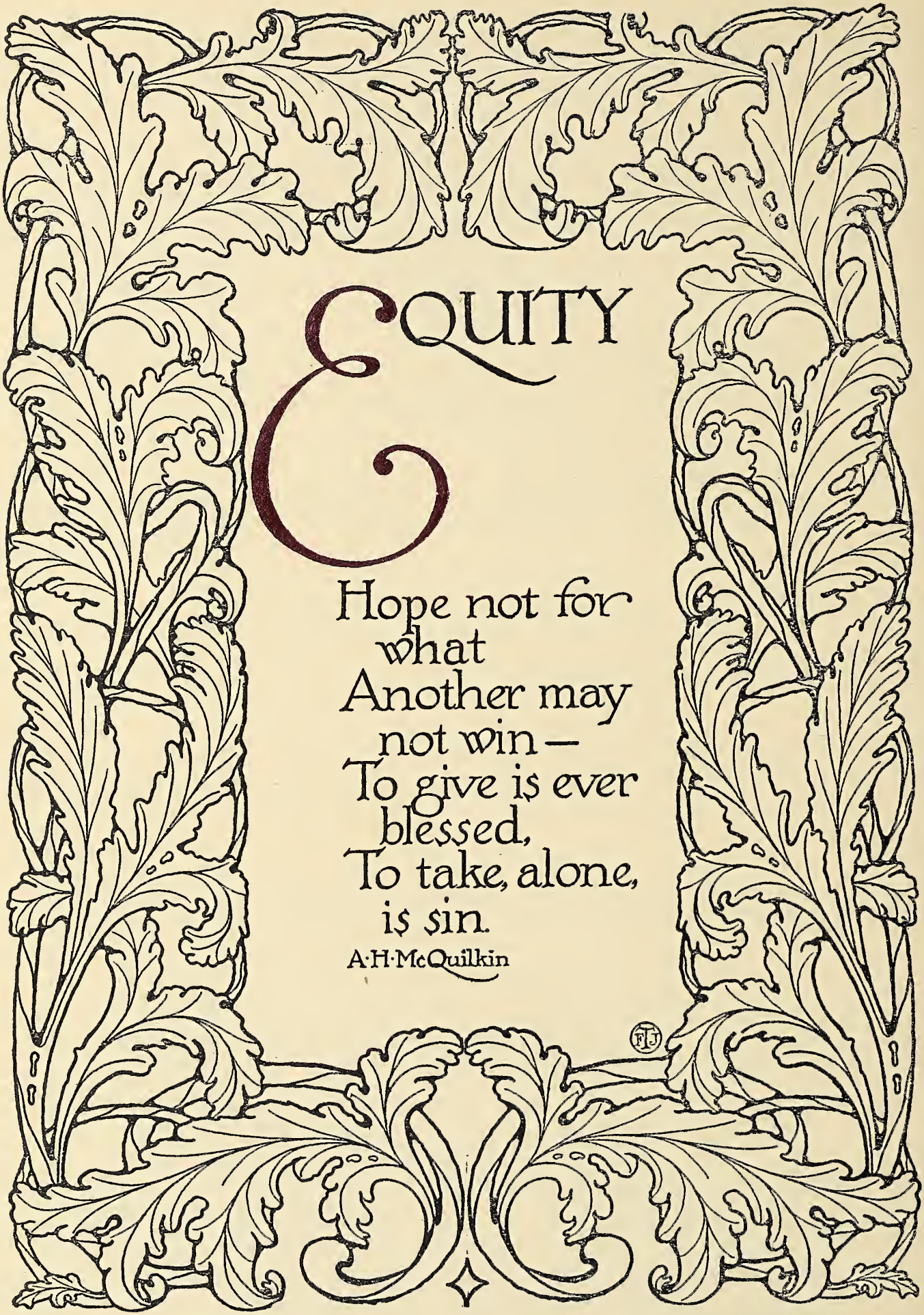
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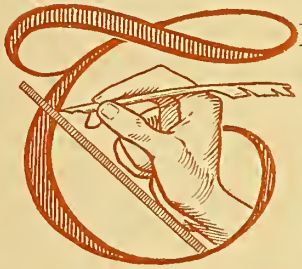
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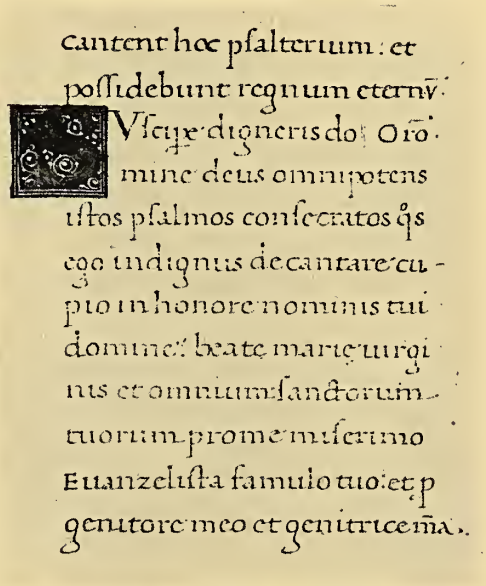
Vol. XLIX JULY, 1912 No. 4

The Trail of the Old Stub Pen

By F. H. ALDRICH



THERE is a halo of glory surrounding the old stub pen which few of us appreciate. While most of us know that the broad-nibbed pen is about the oldest writing implement known, we are slow to give it the credit due its time-honored service. Perhaps the fine-pointed pen, a modern invention, with its flexibility and delicacy, has overshadowed it. It seems fitting, therefore, that some one should come to the front and champion this ungainly tool that has played such an important part in civilization. An inspection of the ancient manuscripts in our museums shows that all through the Middle Ages up to and following the invention of printing, this style of pen was used. The Book of Kells, the Durham Book, the beautiful Italian hands of the twelfth century were all made with the broad-pointed pen. As the alphabet grew in beauty from century to century it was by the skilful handling of this tool. Its very shape, its limitations, combined with the anatomy of the human hand, fixed in permanent form the elements of our roman and gothic letters; they could not well have been made otherwise. Figure 1 is a photo reproduction from a prayer-book of the fifteenth century, showing the degree of excellence to which the formal manuscript-writing had developed in that century in Italy. The English, Irish and French hands, in Figures 2, 3 and 4, show its trail in those countries, all different in character but still showing plainly and unmistakably the product of the same shaped tool in different hands.



cantent hoc psalterium: et
possidebunt regnum eternv.
Vsque digneris do: Oro.
mine deus omnipotens
istos psalmos consecratos qs
ego indignus decantare cu-
pio in honore nominis tui
domine: beate marie virgi
nis et omnium sanctorum
tuorum pro me miserimo
Euangelista famulo tuo: et p
genitore meo et genitrice mā.

FIG. 1.—From an Italian fifteenth-century prayer-book. Ex libris S. C. Cockerell.—Johnston's "Illuminating and Lettering."

Mr. Bachelder, in his book on "Theory and Practice in Design," says "The skilled worker is able to gain with a few tools a maximum of effect; his artistic,

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

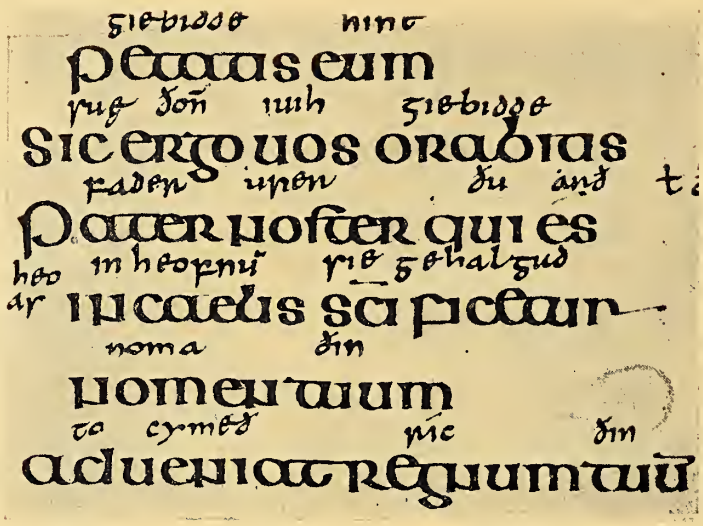


FIG. 2.— English writing at end of the eighth century. "Durham Book" (Latin Gospels), British Museum. This style of letter is made with the pen in position shown in Fig. 7.— From Johnston's "Illuminating and Lettering."

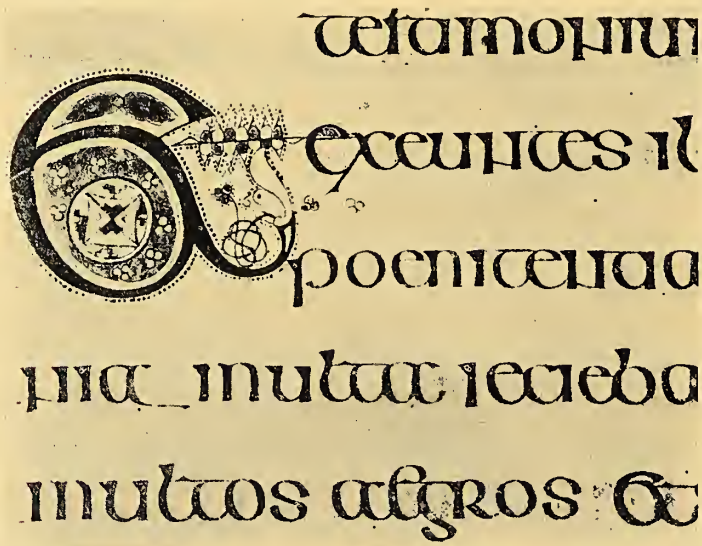


FIG. 3.— Half uncial (Irish), seventh century. "Book of Kells" (Latin Gospels). Ex libris Trinity College, Dublin.— Johnston's "Illuminating and Lettering."



FIG. 4.— French fifteenth-century writing. Ex libris E. Johnston. — Johnston's "Illuminating and Lettering."

as well as mechanical, invention finds many uses for a single tool." The craftsmen who made the beautiful books just preceding the invention of printing had learned the thorough use of the pen and with a few implements of varying widths established the classic styles of the alphabet very nearly as we have them to-day.

Since the advent of the reproductive processes it is well for us to hark back to ancient days and study these old pen forms, acquire them, and use them in our printing. They offer a pleasing change from the formality of stiff type, their flexibility and legibility making it often possible to use them where type would be undesirable. Being made with "single stroke" — that is, written and not drawn — they are quickly executed.

In order that this article may be practical, it may be well to give a few hints in regard to the proper method of using the stub pen.

THE PENS

While many makes of pens may be used, it is better to procure the German "Round Writing" pens, since they are properly graded in about a dozen widths and beveled to fit the natural pose of the hand. The small brass holders for conserving the flow of ink will be found very useful. The pens are not expensive and a full set should be provided with penholder for each size.

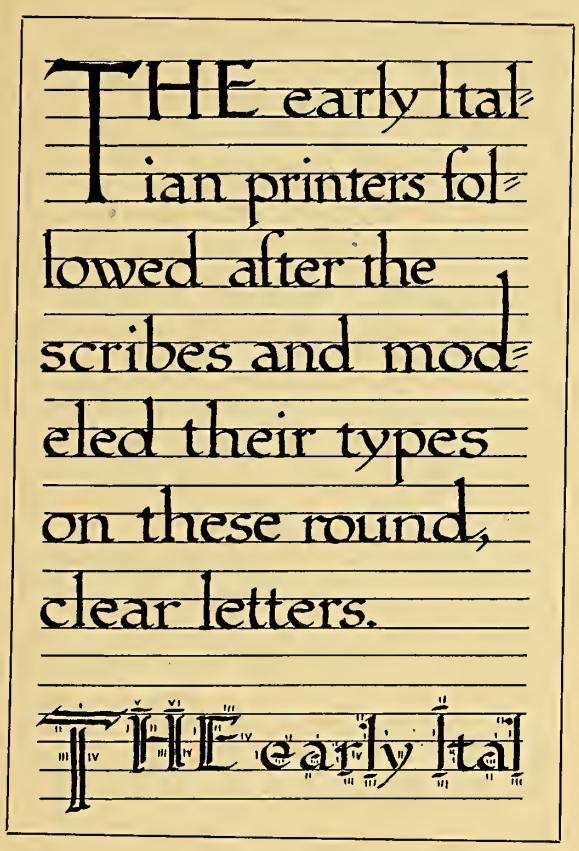


Fig. 5.



Fig. 6.— Unretouched stub-pen executions.

THE PAPER

The ancient writing surface being vellum, or parchment, the nearer we can come to selecting a similar surface in paper, the better will be our results. We should avoid glazed, coated and sized papers, using the kid-finished or velvety-surfaced bonds.

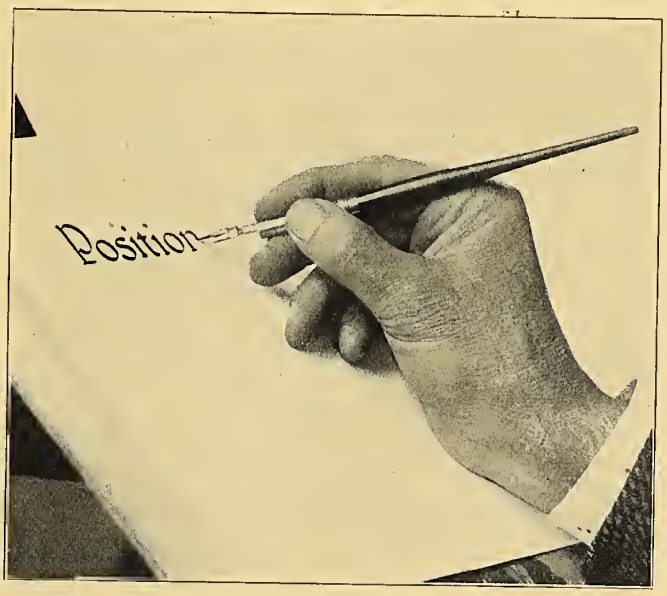


Fig. 7.

THE INK

Ordinary drawing ink, slightly diluted, or any of the engrossing inks on the market will answer.

THE DRAWING BOARD

This should be hinged to the table at the forward edge and supported underneath so it will slope at an angle of about 40 degrees. This results in the pen being nearly horizontal when writing, at which position the ink flows at about the right volume. (See initial letter at the beginning of this article.) Have a few sheets of soft paper underneath the writing-paper, for the reason that we are writing with a stiff instrument and a



FIG. 8.— A practical application of stub-pen lettering.

cushionlike surface obviously gives best results.

GETTING TO WORK

Suppose we try as an exercise the lines in Fig. 5. First rule the paper lightly with horizontal lines three-sixteenths of an inch apart. We allow two spaces for the letter; the upper half for the ascending strokes of the small letters and the lower half for the body of the letter and all small letters having no ascending strokes. The space below the writing line is for the descending strokes. The capitals occupy both spaces above the writing line. A few perpendicular pencil lines will aid us in keeping the letters upright — a very desirable and not very easy thing to do. This method of laying out is to be recommended where our space is not limited. It corresponds in effect to leaded matter and is quite legible. We have chosen pen No. 3½ and have filled it with a brush or glass fountain-pen filler by applying the ink to the under side in order that the top of the pen may be kept dry.

We may lead off with a two-line capital and, as is customary, use capitals for the first word. In order to see clearly just how the letters are made, let us separate the strokes in the first line, numbering them in the order executed.

The pen for this style of letter is held in an oblique position, both as to front and side view, with the hand resting on its entire right side from the wrist to the end of the little finger, the thumb and first two fingers almost rigid but not gripping the pen too tightly. The barrel of the penholder is kept in one position throughout. Do not bear on so hard as to spread the points. (See Fig. 7.) These minor details are quite important and must be observed if the lettering is to be mastered. It is well worth while to get this "knack," because most of the classic forms, such as Old English, German text, italic, etc., are made with it. When once this ease of handling the stub pen is acquired the pen craftsman will have several "fonts" at his fingers' ends for any energency.

As Edward Johnston, the English authority on formal writing, has said:

> "To make good letters is not necessarily to 'design' them — they have been designed long ago — but it is to take the best letters and to acquire them and make them our own."

Regarding Machines

By ALBERT HENRY

MANUFACTURERS of machines are subject to much caustic criticism on account of the claims they make for their product. Printing is not the only industry that is giving cost-accounting serious consideration, and as the basis of cost is the amount of product in a given time, the buyer of a machine expects the apparatus to make good the assertions of the manufacturer. The manufacturer naturally rates the efficiency of his machine at the maximum. But if a press manufacturer, for instance, runs a test machine without a form and without rollers and claims that his press will make the number of impressions shown on the register under such conditions, he is not fooling the prospective customer — he is fooling himself. While there is plenty of talk about pressmakers being guilty of this folly, it is scarcely believable. The printers and the typesetting-machine manufacturers fight over the same thing. Typesetting machines are claimed to do certain stunts in production, and printers who have these machines in use deny and repudiate these assertions, and both parties become agitated and red in the face in the controversy, while the man who wants to buy is puzzled about what to believe.

For the manufacturers it must be said that many printers either engage incompetent help or will not permit the operators to give the necessary time to clean and keep the machines in condition. Such printers change their employees very often, and the blame for bad work and general inefficiency is invariably placed upon the operators or upon the machines. The morals of a printer may be safely judged by his plant, and deliberate falsification by employer and foreman against employees is so common that I have been divided between admiration of the moral turpitude of the managers of many printing-offices and their stupidity. The pity of it is that these men have believers, and cause delay and loss, not only to workmen and manufacturers, but to other printers whom they inoculate with the poison of incredulity. I do not say there are not incompetent and dishonest employees, and I do not say there are not overenthusiastic manufacturers, but I do say there are more incompetent and lying printers annoying and disrupting honest business than it is possible to bring to account.

The printers are coming together and conventioning about the cost of printing and price of printing. These conventions might find something more interesting than listening to long speeches about how big a fool some other fellow is, and arrange a plan to bring the misrepresenter to book, whether he be printer or manufacturer.

One-sided arguments in the trade-papers are annoying and disturbing to the trade. If the press manufacturers disseminate allegations that are at least doubtful, or if the composing-machine manufacturers circulate wonderful stories of type composition, it would seem that the place to authenticate these stories is at an assemblage of printers where the facts can be obtained in an orderly and dispassionate way. This procedure would serve two purposes: it would keep the exaggerator in check and give the conscientious manufacturer a proper hearing.

An instance of unfairness is contained in a paragraph on page 61 of the bulletin of the University of Missouri, Journalism Series, Vol. I, No. 2, and is a selection from a speech by R. S. Walton, of the *Herald,* Armstrong, Missouri. Mr. Walton is quoted as saying: "If you run your plant with gasoline, have two engines; perhaps you had better have four." This is a most insinuating knock, and if it is the kind of journalism the university approves of, then it is a mighty poor kind.

The gas, gasoline and kerosene engines — internal-combustion engines — are the peer, in fact, of any kind of power, but are susceptible to the stupidities of the incompetent and underpaid, as are all mechanisms that are not absolutely foolproof.

Mr. Walton may have an old or obsolete engine or he may have obtained his knowledge at second hand and wanted to say something clever. But the dissemination of such comments from such a university and before such a class is as unjust as it is unreasonable. It is of a piece, however, with what I said about other machines: unqualified statements are first cousin to falsehood. Unfortunately most readers do not pause to reflect judicially on assertions or epigrammatic knocks, and in the hope that some may be induced to do so, these few words are written.

The Paper for the Job

No. III.—By F. JAMES

NOT only should the stock be of such nature that it will serve as the proper background or setting for the illustrations and types, bringing out the best that is in them, but it should be of such color and texture as will suggest, as far as possible, a harmony with the subject. As illustrating this, we find, for example, that religious printing is at its best on pure white antique stock, the color of the paper being symbolic of purity, while the texture and quality suggest a stability which is not compatible with the more quickly deteriorating coated papers.

In this connection, a consideration of the symbolism of colors is not amiss. We have, thanks to the ingenuity of the papermakers, every conceivable color in some stock or other, and to neglect the suggestion contained in the proper use of these colors is to overlook one of the most potent factors in an appeal through the printed page.

Black on white, the conventional combination of printing, is not as attractive to the normal eye as are combinations which include the colors. Thus we have our colored inks and our colored papers with which to strengthen the appeal. But if we carry it one step farther, not only appealing to the eye through the attractiveness of the color itself, but using the color in such way that its symbolism is suggestive of the subject, we make our effort doubly strong.

Let us consider the question of the symbolism of colors in connection with the printed page. In the first place, we have the warm colors and the cold colors. A

rough classification gives us red, orange and yellow as the warm colors, and green, blue and violet as the cool ones — although green may be either warm or cool, according to the amount of yellow it contains. Without going farther, we readily can see that very little thought on the part of the printer will result in his avoiding the use of warm colors on work which by its nature calls for the cool tones. For example, the cover of a catalogue of refrigerators might appropriately contain a preponderance of blue or cool green, suggestive of a lowered temperature, while red or orange would be entirely inappropriate. On the contrary, other subjects would call for the warmer colors, although it is always well to remember that the colors should not be too strong. The red which is bright and attractive at a distance is often too strong and glaring when held close to the eyes, and for this reason the colors which appear to advantage on the billboard are not necessarily the colors which look well in the stock for a catalogue cover, to be read at close range.

Red is known as the color of love and passion. It is a beautiful warm color, but should be used sparingly. It is at its best when used in spots to brighten up a page, rather than in quantities or as a background. In nature red is found only in small portions, contrasting most effectively with the greens which predominate.

Orange is symbolical of knowledge and benevolence. Just as the flame, the torch and the lamp are the form symbols of knowledge, so orange is the color symbol.

Yellow is known as the color symbolic of supreme wisdom and inspiration. It is the color of gold, and gold has been called the symbol of the sun.

Green is the color symbolic of fruitfulness and hope. It is a restful color, as its lavish use in nature would indicate. It has a wide range, from the warm yellow-greens to the cool deep greens, and is agreeable to the eye in large areas.

Blue is symbolic of constancy and truth. It is the color of the sky, which is never permanently changed. It is an especially restful color, being used with success in treating nervous disorders.

Violet, the color of loyalty and patience, is also the color of sadness and grief. It is the most depressing of all the colors. Being a retiring color, it serves well as a background and tends to bring out any other color printed upon it.

And so we have these color symbols which allow of a still deeper meaning in our printing and afford greater possibilities for a delicate suggestion by their proper use, both in ink and paper.

In addition to these distinct colors we have the browns and the grays — both of these groups of hues being quiet and subdued, and lending themselves to the more formal and dignified printing. The grays are especially adapted for the covers of reports and other business documents, on which the use of the brighter colors would be entirely out of place.

And so we find that a little thought will enable us to present our message on stock the color of which will enhance its appeal. The bright warm colors which are suggestive of the tropical countries have little in common with the frozen wastes of Alaska, and the blues and greens of the seaside resort are quite differ-

ent from the hues which prevail at the inland country resorts. The winter-resort booklets, designed to call the public from the northern winter climate to the sunny South, show a lavish use of the bright warm colors, while in the summer-resort booklets the cool greens and blues prevail. And in this way is the call made doubly alluring.

Some Things the Printer Should Know About Steel and Copper Plate Engraving*

By THEO. A. ISERT

BEFORE any form of printing, as we understand the term to-day, existed, the early engravers in gold and silver preserved patterns of their work by impressing clay or wax into the engraved metal, although this does not seem ever to have suggested the taking of such an impression with ink on paper.

A Florentine engraver — Finniguerra by name — made the accidental discovery of printing from plates in this way. After having completed the engraving of a silver plate which was to be used in a church altar service he accidentally overturned some chemical, probably an acid, on the plate. In his haste to remove this before it could eat into or oxidize the metal he soaked up the liquid on the surface with a piece of paper, but this did not remove the chemical in the cuts or engraved lines. Another piece of paper pressed on the plate with greater force took up the discolored chemical and revealed a crude impression of the engraving.

Finniguerra appears to have realized the value of his discovery, for immediately after he experimented by cutting religious pictures in reverse on copper and with a black ink made of pigment and oils produced impressions on dampened paper.

This process spread rapidly from Italy by way of Germany and was soon in use throughout Europe. Antedating by about ten years the earliest works of the German inventors of printing from type, it may have influenced that invention, the history of that period being somewhat hazy on this point.

The earlier engravings were all made on copper, either engraved or etched, the former being made with cutting tools, the latter scratched and bitten down with acid.

Many of the famous painters of the early Dutch and Flemish schools of art reproduced their own works in copperplate engraving. To mention only several of the famous masters of painting, who were engravers as well, I cite the names of Rubens, Van Dyke, Rembrandt and Raphael, some of their plates being preserved to the present day.

For a period of several hundred years the greater part of all book illustrations

* Adapted from an address before the Louisville Ben Franklin Club, Louisville, Kentucky, April 23, 1912.

were printed from copper plates, and the use of this art was limited practically to the making of portraits and pictures until about one hundred and twenty-five to one hundred and fifty years ago. Then came bank-note engraving, followed rapidly by all other uses for the work, commercial and social.

There were engravers in America in Colonial times, few in number and with a very limited field for their art. In Philadelphia there were several excellent engravers at a very early period. In New York and Boston some copperplate work was executed before the Revolution.

Ben Franklin, patron saint of printing, statesman, philosopher, inventor and business man, made at least one excursion into the engraving business. Tradition in the engraving trade says that Ben Franklin tried his hand for a while at running a copperplate press. This was in his younger days, and he probably, with his wisdom and forethought, abandoned it early in favor of the more congenial and lucrative field of typographical printing. This mention of Franklin is made to show that we engravers have some claim on him as well as on the printers and that it is altogether fitting that we should be allied with the Ben Franklin Club movement.

Another famous personage of the Revolutionary period who followed the trade of copperplate engraving was Paul Revere, renowned in history for having made the famous ride arousing the inhabitants to arms against the British in the opening of the Revolution. Five or six plates cut by Revere and bearing his imprint are still preserved in a museum at Boston.

The invention of steelplate engraving, an American idea, evolved at Boston in 1802, came as the result of a desire to make engravings on a metal with greater wearing qualities than the soft copper. Steelplate engraving, too, enlarged its field of usefulness. This brings us to the close of the first part of this subject, and naturally calls for an explanation of the differences in the several processes.

Taking up copperplate engraving and printing first as the oldest process, we find that the plates are hand engraved and the printing is also done by hand, no improvement of consequence having been made in the process since its discovery over four and a half centuries ago.

As a general thing, no drawing or sketch is made for a copperplate engraving, the matter to be engraved being marked on the plate free-hand and backward. In the process called etching the entire plate is covered with a ground resembling varnish and the lines of the drawing are scratched through the ground, after which acid is poured on and the lines are bitten down in varying depths.

The plate printer rolls ink over the entire surface of a plate, then wipes off the surplus with a rag, care being taken not to pull the ink out of the cut lines or depressions. Then the balance of the ink on the surface is polished off with the bare hand. The sheet is then laid on the plate, which passes under heavy rollers, causing the paper to be forced down into the cuts so that the ink adheres. The effect of pictorial work depends largely on the skill of the printer in polishing and wiping, and in the printing of etchings the effect is entirely lost unless the plate is handled by a printer of unusual skill.

The best work from copper plate is always obtained on a heavy, soft paper, which may be printed either damp or dry. High-surfaced paper, such as is used

for half-tone printing, would ruin a copper plate before one hundred impressions were taken because of some chemical action which the paper causes on the surface of the plate whereby the plate loses its polish and will not permit of clean wiping.

The chief characteristics of copperplate work are sharp, clear impressions, always embossed or raised above the surface of the paper, and a depth of color not obtained by other processes of printing. Copper plates are almost invariably printed in black, and when a good grade of ink is used the color is a deep velvet black, never glossy. Copper plates are not adapted to the use of colored inks, and although used occasionally, good results are difficult to obtain. The average life of a copper plate is from two thousand to five thousand impressions and depends on the depth and character of the engraving. This class of work is used principally for visiting, professional and business cards, invitations, announcements and social forms.

Steelplate work is the highest class of all printing processes. It is more durable than engraving on the softer metal and likewise more expensive. It also admits of a much greater variety of work, as ruled backgrounds, clouded effects, vignettes, borders and very fine hair-lines. Every-day examples of steelplate work are the postage stamps and currency of the United States Government. The process of engraving and printing steel plates is, with a few unimportant variations, just the same as described for copperplate work.

The cutting is done in soft steel, and when complete the plates are case-hardened, insuring a very long life. For this character of work the principal uses are stock and bond certificates, bank-notes, portraits, letter-heads, book-plates, diplomas, etc.

While the copper plate is limited as to the colors of ink and stock which may be used to advantage, steel plate offers none of these restrictions, for any shade of ink as well as wide variety of stock may be employed. In all plate inks, oils are the only liquid ingredients, the first consideration of such material being its wiping quality, which makes it clear as to why no glossy or varnish inks can be used in either of these plate-printing processes.

The last process I shall describe — that of steel-die engraving and embossing — comes in proper sequence as to its invention, although to-day it is of first importance.

Dies are engraved on steel one-half inch thick, and for long runs they are case-hardened. The metal must be able to stand the enormous pressure used in embossing. As a rule, die impressions are embossed much more than plate impressions. The work from a sunk or deeply engraved die stands out in high relief from that of a surface or lightly engraved die, embossing about the same as copperplate printing.

The same general principle applies in regard to inking and wiping, except that the die is wiped on paper instead of with a rag and hand polish. Specially prepared wiping-paper, which practically cuts the ink from the surface of the die, permits of the use of ink materials in which varnish is the principal ingredient, resulting in a high-gloss impression. By the use of flat colors the dull effect may

also be obtained. The idea of hand-stamping can be gained by a simple comparison with the familiar corporation or notary seal, the seal on top coming straight down on the counter, except that in die-stamping the die is removed from the press at each impression for the purpose of inking and wiping.

The power embossing-press, an invention of the last ten years, is used for large dies and long runs, and it is hardly necessary to go into detailed description at this time, the principle being the same as in hand-stamping.

The words embossing and stamping are synonymous. We refer to plain embossing when no color is used, the paper bearing only the impress of the die. With either varnish or flat ink any color or tint may be used in die-stamping. Gold, silver or any bronze must be run through a second time or rather restruck with the plain die to burnish or polish the bronze.

Illuminated work is done in two or more colors on monogram, heraldic and emblem dies, and all coloring other than that stamped from the engraved lines of the die is hand-painted on every sheet. This style of work derives its name from the work of similar character done by the monks of the Middle Ages, before the invention of printing. Steel-die engraving includes monogram, address, heraldic, emblem, fraternity and similar stationery; also business and professional headings, catalogue covers, etc.

Printing Ideals

By O. TYMES.

NOT so very long ago, when self-styled "art printers" racked their ingenuity and inventiveness in outcontrasting contrast in type and color, it was an axiom that "art printing doesn't pay." The proof of the truth of the axiom was shown in the rise and fall of many bright and ambitious young "tasty jobbers" or "clever pressmen" who went into business for themselves. The native taste and good craftsmanship of these sons of Gutenberg only served to carry them on to the shoals of disaster as bosses, because they were saturated with the idea of following a prevailing style in "artistic printing" and because they had no idea that the art and mystery of printing had many deeper mysteries than the case, stick and rule, or press, rollers, ink and paper.

The "tasty jobber" of a temperamental cast was at once the pride and the despair of his employer. His mannerisms of languor and superiority rivaled even the traveled newspaper "sub." No base customer could tell him how to do printing. But the tasty jobbers copied the creations of other tasty jobbers — and when one introduced a pair of pliers and a tinner's shears into the office and began to twist rule and pound rule into blocks of wood to make pictures in line out of these intractable materials, we were all mightily interested and jumped the fence and started to help the typefounders to make so much money that they just flowed together from juiciness.

What customers wanted, of course, was printing to carry the message they desired to convey. Ordinary commercial printing was notable by a neat sameness or a careless jumble of type-faces, and the prices were good as a rule. But the fancy jobber worked up time and material into his creations in those days of no time tickets in such a way that while the boss might charge a swinging price for the job, and imagined the job expert a very profitable man, the suspicion is that he was profitable only as an advertisement — but, directly, a loss. This was proved on many an occasion when such jobbers went into business to do "art printing" exclusively — bumped — lost their savings — and then went back to work as employees.

They spent more time and material than they knew. They guessed at the price. Their work as now judged was not convincing. While the customer was paying a large price, he was not paying enough to recompense the printer; but at the same time the printing he obtained was not efficient and therefore not worth what he paid for it, if indeed it was not absolutely worthless — from ignorance on his part and ignorance on the printer's part.

Where there is a lack of knowledge and an itch for novelty, taste in art degenerates, and printing, as the art preservative of all arts, has shown some wonderful freaks in the creation of typographers who have broken away from tradition without the power of knowledge to improve on tradition. Before the introduction of the I. T. U. Course in typography, instruction in display printing was entirely dogmatic. It was a matter of individual untrained taste. The fundamental laws of taste in harmony of sound, color and form are fixed. These have been ascertained by processes which it is unnecessary to take the space to recount here. They may be found in any good encyclopedia. The I. T. U. Course has been adopted by foreign governments. The influence of its work is shown in typography to-day, in comparatively plain and legible type, and simple and agreeable arrangement and form. Good taste is made better by cultivation, and the cultural value of this course is spreading rapidly.

Much remains to be done, however, in convincing the employing printer that discriminating taste in job-printing is profitable. Where inferior work is allowed to pass for any reason, there is a consequent degeneration. The fact may be more clearly illustrated by citing a well-known fact in fine machining. Where extremely accurate work is required in a machine-shop a considerable time is required to bring the operatives' mind and skill up to the required standard. If these operatives' work is changed to a coarser grade, they lose the refinement of accuracy necessary for the close work. So in a printing-office, it is not profitable to attempt to do common, cheap and careless printing and high-grade printing with the same men and materials. The attempt will fail, for the high-grade work will not be high-grade, but it will be more expensive than high-grade, and men and material will be degenerated.

The employing printer who grasps the idea that the printing he does is for a purpose and bends his energies to make it serve that purpose in cooperation with his customer is placing himself in an attitude to demand and receive a high reward for efficient printers' ink.

As interest in effective typography has increased, discrimination in the selection of ink has been stimulated by ink manufacturers who have perceived the importance of aiding as far as possible the effectiveness of printed matter. If it has been difficult to make employers see the advantage of extreme refinement in typographic effects, it has been much more difficult to convince them that customers *have* an appreciation of the refinements of color selection. In order to prove this appreciation some inkmakers, unable to convince the skeptical printer, have submitted their plans to buyers of large quantities of printing, and have not failed to receive their commendation and support. The most natural result follows: the ink man is asked to name the most desirable printer capable of carrying out the ideas suggested. Sometimes the ink is bought direct by the consumer, just as the consumer frequently buys his paper. Whatever fault may be found with the ethics of this procedure on the ink man's part, it must be allowed that commercial history records ample evidence that resourcefulness and initiative will find its market, and if it can not remove the obstacles of stupidity it will leap over them or go around them, and the right article will get to the ultimate consumer.

In any event, if a customer buys his ink, his type, or his paper, the printer has a right to charge for the handling. But much of this quibbling as to who shall buy and who shall sell can be done away with when printers have definite ideals with regard to their art, and take it seriously enough to convince themselves of the power that lies in the increase of its efficiency, not because of so many printed sheets, but rather because of so many attracted and convinced readers.

Shop Efficiency and Managerial Efficiency Go Hand in Hand

By R. O. VANDERCOOK

AN editorial in the last issue of THE INLAND PRINTER set me to thinking. In it was written: "In the skilled trades the efficiency experts have been able to suggest little — and that little of the most trivial character." This statement, taken without qualification, surely must fall before the force of truth. One fact alone, evolved not from the printing trade, but from the bricklaying trade, will bowl over that unqualified statement. A man who has a good right to call himself an efficiency expert, analyzed the motions of bricklaying. Years, centuries, have passed using the same old way, but a few years ago a brainy analysis of the motions used in bricklaying for centuries resulted in changes so that one man can now produce about three times the amount and do it better than could be done before the efficiency expert got in his work.

Mark you, I have said the statement unqualified, but it was qualified in what preceded and followed. The editorial begins with the statement: "Shop efficiency, as we have suggested before in these pages, is a question of managerial efficiency,

rather than workmen's efficiency." And it closes with the words "Give the work to the man who knows how and keep academic theorizing where it belongs." If the statement I take exception to had read, "In the skilled trade, the efficiency experts can accomplish absolutely nothing if their efforts are not coupled with competent managerial efficiency," there could be no exception taken to the statement. Then the editorial in question would not have conveyed the wrong impression to the reader, as I fear it will if left unchallenged; or, if it had stated more impressively that shop efficiency can never be obtained without managerial efficiency, no matter what the equipment, what the ability of workmen, or what business doctors or efficiency experts consulted. The editorial was evidently written in a vigorous and righteous protest against pettiness and busybodyness and the incompetent supervision of competent men in the ordinary course of their work. No man can accomplish anything in efficiency study without first being competent in the methods he hopes to improve. He only can be a good judge of improvement who knows by close familiarity the defects that are to be remedied, and no one human brain is large enough to be an expert on all branches of human endeavor that go to make up the printing art. A competent manager must judge from results. He divides the work so that each employee has the work best fitted to his training and ability; always guided by the fact that a mind concentrated for years on one detail of production knows more about that detail than a mind whose ability, though larger, is taken up with general propositions.

I remember in my school-days being compelled to translate the words of some old Roman, who said: "An army of jackasses led by a lion is more potent than an army of lions led by a jackass." I have forgotten who the old fellow was who said it, but the sentiment therein is right in accord with the most up-to-date ideas of what most makes for efficiency in the industrial world. A good general is not of necessity the one who can best wield the battle-ax or shoot the straightest, but he is the best general who can enthuse his men so that each will give all that is in him for the common good and so arrange his forces and time their movements that the common enemy may be overcome with a minimum of effort. Do you think these words all "bunk" — merely language slinging? Are you one of those intensely practical printers whose only idea of improvement is to set two ems of type where one was set before? If you are, you are just as necessary to the world as an idealist. We need both you and the idealist to preserve the balance of things. You feel no need of imagination; you are content to count, weigh and measure what you call practical results. Do you know that a strain of imagination and idealism would weaken you? For if you had it, you would never be content to plug as you do. An idealist would not do your work, but you need the idealist just as much as the idealist needs you. The linotype and monotype were first only dreams of idealists. You and your kind seized upon them, but not until the idealist had clearly shown you that better than two types could be set where one was set before. Without you to push the product the idealist would never have gotten his reward for his idealism. But what has all this talk to do with efficient shop-management? It has a lot to do with it, I think. The efficient general manager must be able to handle both you and the idealist — give you both

your proper credits and put you both where you will count the most for the common good. The successful manager must not be of either type. He must be equally appreciative of both.

I had a boss once that was an especially good boss. I was after a big job for a harvester company; it was a good four-figure job and involved printing in seven different languages and a lot of intricate details. The work was to be let under one contract. I plugged hard on the details for a week or so and finally evolved two different schemes for handling it. Which was surely the best, I could not tell. So I took it up with the "old man." It took probably a half-hour to explain my doubts and show the data I had accumulated. He said it was interesting and he was glad to have gone over it with me and then asked me which plan I desired to adopt. I said I did not care to assume the responsibility. I had worked out all the details the best I knew how, and I wanted him to decide. The reply was surprising, but effective. He said, "Do you expect me to know as much as you about the job in one-half hour that you have been working on for weeks? I do not pay you to shirk responsibilities, but to get results." That we got fine results is entirely due to the fact that the boss was wise enough to harness me body and soul to the job, and to give me, in the most unobtrusive way, valuable assistance that I did not fully appreciate until the work was done.

Responsibility

By A. H. McQUILKIN

Accept the task
And make that task your own —
By and through it
Your talents shall be shown.

Power grows on power,
So step by step improve;
Avoid the easy way —
The common groove.

On trained discernment
Fix your firmest thoughts;
Thus duty comes as pleasure
And not with trouble fraught.



Poster design by H. C. Kiefer, Art Institute, Chicago.

Editorial

THE "copy-hook" should be well supplied during the next few months. Editors Bryan, Roosevelt and La Follette and former Reporter Taft have undoubtedly mapped out special "stunts" that will help relieve the "regulars" during the summer season.

MAGIC power may rest in some of our candidates for office. It may be that at least one of them will be able to cast devils out of Washington after March 4, 1913. But we would warn all printers not to overindulge in wild dreams. The cost system will be just as necessary next year as it is this — possibly more so.

LIKE politics, labor is weighted down with leaders of the demagogue type; and, as also in politics, the demagogue of labor is able to "get away with the goods" quite frequently. The International Typographical Union is a notable exception. This organization for years has withstood the blandishments of the "smooth" gentlemen who are always sent to "save" it from the "villains" who are in league with the bosses. But the hard-headed sense of journeymen printers is the real "savior," and the big union's development continues and its strength increases as it brushes aside the bunkshooter while in pursuit of the even tenor of its way.

A RESOLUTION was recently adopted by the board of directors of the Cincinnati Ben Franklin Club declaring that the dissension arising out of different opinions as to the proper methods of cost accounting is working great injury to the cause, and that many printers are hesitating to install cost systems on account of these disagreements. The resolution concludes with an invitation to "the president and secretaries of the Typothetæ of America, the Ben Franklin Club of America, the Robert S. Denham Company and any others engaged in such work to a conference on this subject to be held in Cincinnati some time next August." It is to be hoped that the Cincinnati Franklinites will be successful in their mission, although we believe it a difficult task. If the time ever shall come when employing printers can get together in one international body, then other things will be easy. With organized printerdom standing solidly for one system of cost-accounting, there is little doubt that the private concerns installing cost systems would finally agree with the organization.

IN last month's issue a correspondent asks, "Will the craft ever be what it has been?" The inquirer evidently had in mind printers and not printing. So far as the old-time, all-around printer is concerned, he never will come back. He lived in the "hand age," when everything was done on a small scale, and he was required to perform all of the processes in the printing of a book or paper. This is the age of machinery and of departments. Men are trained to do one particular thing in the various processes of printing. But the finished product, viewed in its entirety, is of a much higher class than that of the all-around printer of years ago.

BOSTON, June 10, 11 and 12, has had, or will have — for at the time of writing the meeting had not been held — the greatest convention of photoengravers in the history of the art. The father of the movement — George H. Benedict — has had a long struggle for cooperation, and the greatest factor in focusing all the energies that have been spread abroad in the long agitation is E. W. Houser. The character and extent of the advertising for the convention is the most remarkable of anything of the kind in our experience. It proves that the photoengravers are capable of giving a service matchless in its effectiveness. The energy, resourcefulness and ability of the officers of the organization have assured a seventy-five-per-cent organization. The photoengravers have turned the corner and are on the up grade.

GOLDSMITH'S warning: "Ill fares the land, to hastening ills a prey, where wealth accumulates, and men decay; princes and lords may flourish, or may fade — a breath can make them, as a breath is made — but a bold peasantry, their country's

pride, when once destroyed can never be supplied." This warning is repeated in substance by the *Scottish Typographical Circular* in noting the large number of Scottish craftsmen who are leaving their home land, driven out by the persistent war on workmen's organizations. The *Circular* urges the trade-unionists to play the game fairly against oppressive tactics fair and unfair, and rings out this appeal to Scotch integrity:

Just play the game, and play it on the square:
Some men may break the rules — to your despair;
But let them do it — any fool can beat
Who plays with honest men and stoops to cheat.
It takes a HEAD to win when playing fair.

Dare all the risks your nerve will let you dare;
He fails the worst who plays with too much care.
But whether tasting glory or defeat,
Just play the game!

Don't hog the chances; no, but take your share;
Don't cater to the grandstand folks who stare.
Keep on the job, be braced for what you meet,
Till time is called the game is not complete;
And here's your motto — always, everywhere —
Just play the game!

IT is our belief that the craft is to be congratulated on the reelection of James M. Lynch as president of the International Typographical Union. In saying this there is no intention to reflect on the worthiness and ability of his opponent — Mr. Barker — who probably would have acquitted himself creditably if elected. The reason for craft gratulation is that Mr. Lynch's peculiar experience and ability are retained for administrative affairs at a time when organized labor appears to be in the throes of a revolution in methods. With the new cult of "syndicalism" — with all its wild ideas and propaganda of frank irresponsibility — making such a strong appeal to the workers, it is worth something to the whole craft to have a man like Mr. Lynch sitting in the chair of authority and influence. He is not a neutral person: long and skilfully he has battled for his ideas and for his people. But he is honest and has a fine sense of his responsibility to employers as well as employees. Mr. Lynch and his attributes are not so well known to employers in the commercial printing field as they are in the newspaper world, where he has been largely instrumental in bringing collective bargaining to a high state of efficiency.

R. C. VANDERCOOK takes the editor to task for not being explicit enough in making a plea for the individuality of the skilled worker as against the expert in scientific management. Mr. Vandercook cites the oft-cited brickmaker, whose performances have been increased by simplifying his movements, which citation does not apply in the printing trade or other highly skilled trades. The editor has respect for scientific management, but none for scientific pretension, and believes that there is more danger of loss in accepting the views of outside experts and making radical changes in the shop than by building up efficiency by awakening the inventiveness and resourcefulness of the workers themselves — which is the ideal of true scientific management. This idea is epitomized in a paragraph in *Chained Lightning,* the house organ of the Louisville Lighting Company:

Beware the blandishments of the scientific management expert who can look at the tongue of your wagon, feel the pulsations of your boiler feed line, take the temperature under your collar and prescribe off-hand a sure-cure system whose principal principle is "Change everything."

The Spirit Behind Organization.

Little by little the rank and file of employing printers are beginning to feel the great benefits of business organization and to appreciate the spirit of the men who have made sacrifices to bring it about.

It is not our purpose here to discuss organization itself, but rather to call attention to the spirit that makes it possible. No matter what may be said in criticism of those who are prominent in organization affairs, no man can rob them of their proved unselfishness — of their devotion to the cause of good business in the printing trades. The spirit that moves them is the same spirit that has moved men, from time immemorial, to do helpful things for their country and for their countrymen. Whoever would learn something of this spirit should keep pace for a time with the "good old scouts" who are always found on the firing line. Sometimes they are called fanatics, sometimes "politicians" — but their fanaticism and their politics are godsends to printing craftsmen, and we trust their shadows will never grow less.

King Caucus and the Unions.

During the recent election of officials of the International Typographical Union there were allegations of "violation of obligation" made against all the officers and many prominent members. As the obligation or oath contains 233 words — about one-sixth the number required to tell the story of the creation — it would seem to offer large opportunities for violations of a technical nature. Where the essentials are concerned members of the typographical union have acquired a reputation for "living up to the rules."

The preelection charge arose from a provision in the obligation in which the member promised not to join any combination designed to control the affairs of the union. The strict enforcement of this provision is impossible. Primarily it is aimed at secret-society influence and political-machine

methods in the union. In the recent campaign those who maintained a combination for the purpose of defeating President Lynch because some of his supporters were alleged to be members were themselves violators of the strict letter of the law. To a man up a tree, the protestants seemed to have a better machine, or at least a better-working machine, than Mr. Lynch's friends were able to marshal.

Being an American institution, the International Typographical Union naturally has fallen under the sway of King Caucus, and at one time the laws recognized the caucus for the election of minor officials.

For a trade union to attempt to inhibit combination among its members is an anomaly. It is also unbusinesslike, for we progress through cooperation; it is at war with nature, for man's distinguishing trait is the gregarious instinct; it is impolitic, as the remedy for wrongs inflicted by combinations can most readily be cured by counter combinations. Combinations rarely appear in associations of limited membership, and, while they are by no means the ideal thing in democratic organizations, they seem to be necessities.

Though the obligation is *sacrosanct* in the eyes of a great majority of the members of the typographical union, yet we make bold to suggest that it might be amended to advantage. The verbiage should be shortened so as to bring it within the bounds of a reasonable memory and understanding. And the shortening might well be effected by eliminating attempts to do the impossible — preventing combinations or caucuses. They may be regulated or controlled, but they can not be exterminated by law. Though it may appear paradoxical, it is equally true, we believe, that if the statesmen who compose these caucuses proceed in a high-handed manner on the assumption that in them is reposed the wisdom of the organization, they will receive a rude shock. The American people are revolting against the rule of cliques and combinations in governmental affairs, and the same spirit will dominate their activities in other spheres of life. Printerdom is not immune from the growing influence. We saw evidence of it at the last meeting of the United Typothetæ, and there are similar indications in the recent election of the typographical union.

The Barnstormer.

"Barnstorming" has become a familiar word among printers since the introduction of typesetting machines. The unions have been condemned for permitting their members to practice it, and many employers have been imposed upon by "near operators" who are endeavoring to "steal the trade" at the expense of the owners of machines. But the victim of the "barnstormer" finds it difficult to get others to sympathize with him. Every one will agree that he has been done an injustice. That's as far as it goes, however. No one has the heart to condemn the "barnstormer." Like the man who steals a loaf of bread, his crime falls more or less upon society. He is but purloining a means of making a livelihood, which in some walks of life would be esteemed laudable enterprise. And while his "nerve" gets under the skin of machine owners and their foremen, and earns a most strenuous cussing, yet he is probably performing a service to the trade. A great cry goes up every now and then for more and better operators. The "barnstormer" is but trying to fit himself to meet the demand.

THANK YOU KINDLY!

It is with pleasure and without exaggeration that I can say THE INLAND PRINTER is the most inspiring and convincing trades journal I have ever read, and I appreciate it to the utmost. One reason I am so much interested in THE INLAND PRINTER is that it makes a fellow think, where otherwise he would be at a loss.— *Chester A. Wyatt, Fort Robinson, Nebraska.*



"There is Hope!"

Grandson of Daniel Boyle, of the Henry O. Shepard Company, Chicago.



THE BLACKSMITH.

Photograph by R. R. Sallows, Goderich, Canada.

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

A REMINISCENCE.

To the Editor: MEDINA, OHIO, June 4, 1912.

The May number of your journal has reached me. The sight of it always cheers me, and has for thirty years. The linotype is now at work here, and to-day I felt as if at a funeral when my old case was taken down, and I put in a pigeonhole in my secretary a composing-stick that I have had next to my heart for thirty-seven years. I have read proof here and subedited copy for thirty-two years, and at intervals helped at the case, for the latter has always had a charm for me that I could never get away from. Maybe you know something of John Marder, of Marder, Luse & Co., of your city, pioneer letter-founders. He began at the office of the Akron *Beacon*, twenty-five miles east of here; and I began my apprenticeship there just where he left off. I remember the awe with which I looked at him when he came back there in 1865 — to think he made type! We get more reminiscent as we get older. W. P. ROOT.

"GOING DOWN BY THE HEAD."

To the Editor: PHILADELPHIA, June 3, 1912.

I used to be surprised to hear certain printing men, seemingly prosperous, say they could not afford to pay the scale of wages prevailing in the trade. I refuse any longer to be shocked by the whining words. Whenever I hear them now I am inclined to believe the men who utter them, and I usually find the cause to be their lack of even the commonest kind of horse sense in the management of themselves and their concerns. A sample case is presented for emphasis. There is an old-time business inherited (which may not be a misfortune if reverence for old does not extend to printing material). A customer enters the office, which is crusted with accumulations of past years; two feet are seen perched somewhat higher than the head of the man at the desk where the orders are taken; the feet do not come down a pica for the customer's sake; the copy is received and thrown in among other orders, with no memorandum jacket to carry instructions to the various workmen who are to handle the job. The customer orders, say, five hundred announcement circulars, in two colors, for a special occasion. The job is set, and when it is ready for the press, the man in charge remembers about the two colors, but, having no memorandum jacket to remind him, he guesses at the amount of the order and prints five thousand instead of five hundred copies. When they are delivered the amazed customer protests, so all except those ordered are returned, with much loss to the printer, and an offended customer to placate besides.

Again: A folder is to be printed, plates are made, the job is put on the press; when it is more than half worked off it is discovered that it has not been read; then errors are found that necessitate the making of new plates and the reprinting of the folder. Then, too, when estimating is to be done, the shirking head of the concern says, "Let Jill do it." Not knowing what takes up time in the details of the trade, Jill usually makes grievous errors that result in more loss to the firm.

That such mismanagement is an injury not alone to one concern, but to the whole printing industry, no one can doubt. The reader can readily see, from the exhibit here made, why the usual rate of wages is not paid by concerns of the kind mentioned, and he may make a good guess — if a radical change is not made — as to how short a time will elapse before another person — a receiver — will be taken into partnership. S. W. H.

PUERILE ARGUMENTS AGAINST SIMPLIFIED SPELLING.

To the Editor: ST. LOUIS, MO., June 3, 1912.

It is interesting to note upon what slender threads some folks will hang an argument against simplified (or, if you please, improved) spelling. Thus, in your May issue F. Horace Teall hits upon a certain prevalent mispronunciation of the word "program" and wants to blame the shorter form of spelling it for the bad pronunciation.

Now, I want to challenge him to give undisputable proof that cutting the unnecessary "me" from "programme" was really the cause of the coming in of the habit many have of ending the word in their speech with "um" instead of "am." The truth probably is that the pronunciation complained of antedated by years the introduction of the shorter spelling. As a matter of fact, Mr. Teall is only expressing an opinion, which in this instance isn't worth much, being on a par with his usual arguments against the simplification of spelling.

Now I shall venture an opinion which may or may not be worth more than Mr. Teall's, to explain the faulty pronunciation. The word "program" is one current mostly in musical and theatrical circles, in which — especially the musical — there are many foreigners. These, in their use of the word, are generally apt to use the pronunciation familiar to them — which gives the continental value to "a" in -gram, -gramme (German) -gramme (French). It is quite natural that pupils of music teachers, and others that associate with the foreigners, pick up this tendency; and with these in time, especially with those who are naturally slouchy in their speech, the "a" becomes changed to "u," or the "neutral" vowel (or grunt vowel as some phoneticians term it), as it does in many English words in careless speech — and it makes no difference whether the word be spelled programme or program. The longer spelling will not counteract the evil.

It were well if English spelling could truly influence pronunciation, which it fails to do now, because children

from almost the first day in school learn that spelling is no trustworthy guide as to how words should be pronounced; and the anarchy is continuously evident to them — so that printed words are on a par with hieroglyphs. They are taught practically that they are fetishes, which, in the opinion of folk like our Mr. Teall, it were most sacrilegious to alter and make of them useful guides to pronunciation.

Can Mr. Teall tell me why a certain mispronunciation of "apricot" is so prevalent? This word has not been touched by the so hateful simplifiers of spelling. The proper cue is in the word "April," but is disregarded. I have no doubt the bad pronunciation will keep on, especially in the mouths of waitresses, until that blissful future day when a truly phonetic alphabet will prevail, to show us all how to pronounce. Perhaps then, too, we will not find "garage" divided on the "r."

No wonder the simplifiers occasionally meet with a word that stumps them (unless they can call in the aid of a phonetic alphabet). Such a word is "freight," which Mr. Teall mentions. However, let us accept all the improvements the Simplified Spelling Board finds it possible to give us. Half a loaf is better than no bread. The simplifiers aren't the only ones who have trouble with "freight." Pity rather the millions of children who have to learn to carry the cargo of spelling in this freight. When a change in its spelling is advocated, the suggested form will probably not be any one of the following, for which there is analogy (as shown in parentheses): frate (fate), frait (main), fraht (dahlia), fragte (champagne), fraigt (campaign), fraight (straight), fraut (gauge), fraot (gaol), frat (cambric), freat (break), freit (vein), freight (deign), freyt (prey), frete (fete), frayt (play).

By the way, Mr. Teall is a systematizer (or simplifier) himself, his particular field being the compounding of words; and I will do him the honor of saying that there is considerable merit in his scheme and rules. Since he expects favorable consideration of his own reforming work, it shows a lack of reciprocity in his mental make-up to refuse sympathetic consideration to the work of those engaged in attempting to secure a simpler and better orthography.

N. J. WERNER.

THINKS A PLANT SHOULD BE ESTABLISHED.

To the Editor: COLUMBUS, OHIO, March 22, 1912.

Kindly allow me space enough in the columns of the valued PRINTER to correct some mistaken ideas that appeared in an article on page 748 of the February issue, under the caption "Another Attempt to Beat the Printer," in which an unwarranted attack was made on a proposed plan to establish a printing plant at the Ohio State University at Columbus.

A careful reading of the article discloses two facts — the author is not acquainted with local conditions at the university, and he is not conversant with the laws of Ohio.

In regard to the first — the university has a school of journalism in which some fifty students are enrolled. It is the opinion of the instructors and of newspaper men in general that for a student to make the best progress in the study of journalism he must have some opportunity to learn something of the mechanical part of the business as well as of the theoretical side. So, to meet this need, the trustees have been considering the establishment of a printing plant at the university to serve as a laboratory for the school of journalism.

As to the second — there is a law on the statute books of Ohio that requires all the State institutions to have all their printing done by the printing department of the Mansfield Reformatory, unless that institution certifies that it is not able to perform the work. Under the operation of this law almost all of the university's printing is done by the reformatory, at a price only a little above the cost of the paper used. The item of labor is disregarded entirely. The quality of the work is good, but great inconvenience and loss of time result to the university from having to send the copy and proofs back and forth by mail or express. And so the trustees are considering that if a printing plant is necessary to the highest development of the school of journalism, would it not be wise to use it in doing the large amount of printing required by the university?

There is no disposition on the part of the university to antagonize any industry in the State, but under existing circumstances the establishment of a printing plant here seems to be most opportune. Respectfully yours,

W. E. MANN,
University Editor.

[The above communication was referred to R. T. Porte, author of the article complained of, who writes the following characteristic answer:]

To the Editor: CINCINNATI, OHIO, April 20, 1912.

The letter of Mr. W. E. Mann discloses the attitude most generally assumed regarding the printing industry, and through it runs a vein of thought that will take some years to eradicate — but here's hoping.

As I wrote the article to which Mr. Mann takes exception, I suppose it is up to me to make good. The fact of the matter is, I am well acquainted with just the things Mr. Mann mentions, and knew of them when the article was written. I will answer the two propositions as seen from the employing printer's standpoint:

First — There is no need of a printing-office at the university to help teach journalism. Note that Mr. Mann states "instructors and newspaper men." He does not mention commercial printers, who are the most interested in putting in a plant to do the university's printing. Journalism should consist in teaching men to write intelligent English and to know news when seen. What all this has to do with printing the university's letter-heads, booklets and other things is hard to realize. The fifty young men and women who are studying journalism should learn to pound a typewriter — it can do fairly well in printing if there are brains helping to do the pounding.

Second — Here is a lesson to every master printer in Ohio and other States. The putting in of a plant at the Mansfield Reformatory to do the State work must have occurred when the printers of Ohio were asleep. I doubt if the same thing could happen now. But the "colored gentleman in the woodpile" is in this: "Printing is done . . . at a price of only a little above the cost of the paper used." How nice and lovely! That helps to make the running expenses of the State institutions, in the matter of printing, very moderate. Then, when outside printers do the work, their prices, of course, are compared. I know too well the average board to say that this is not taken into consideration.

Would it not be just as wise to introduce a shoe factory and furnish shoes for the university in order that the students of chemistry might test out methods of tanning, and the result of experiments along that line?

I am quite sure Mr. Mann is peeved because the printers of Ohio jumped on his pet scheme so hard. But they are ready to do it again, and only await the "opportune" moment, regardless of what "newspaper men" may think.

R. T. PORTE.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE *Daily Herald*, the much-heralded (excuse the pun) labor paper, made its reappearance April 15, at London.

THE International Linotype Company (a holding company) has declared dividends to the extent of eight per cent in the past fiscal year.

A DISPUTE between the masters and men in the lithographic trade of Glasgow and Edinburgh has now been settled by an agreement that the minimum wage of all journeymen lithographers, except on rotary machines, shall be 37 shillings ($9) per week of fifty hours.

WHILE London publishers often complain of the invasion of their markets overseas by Americans and Germans, little is heard of the way in which they themselves trench on the purely French domain. Editions of the French classics are being gotten out in ever-increasing numbers for export to France, where, owing to high duties on paper, cardboard and glue, these British-made French books have a ready sale.

THROUGH the sinking of the steamship Titanic was lost a unique and costly copy of "Omar Khayyam," which had been bought at a London book auction by an American millionaire. Its shipment had been designed for a ship leaving earlier than the Titanic, but the coal strike in England had prevented its timely delivery to this vessel. The lost treasure was a quarto volume, for whose binding more than a thousand precious stones — rubies, amethysts, topazes, sapphires — had been utilized. The upper part of the front cover showed a group of peacocks, for which not only the stones, which were set in gold, but variously colored leathers had been worked in. The book was enclosed in a magnificently carved oak box. The binding alone is said to have cost over $2,500.

GERMANY.

AN English paper has been started at Berlin, with the title Berlin *Times*, its object being to foster a more friendly feeling between Englishmen and Germans.

THE *Korrespondent für Deutschlands Buchdrucker und Schriftgiesser*, the organ of the German printers' and typefounders' unions, this year began its fiftieth annual volume.

ONE of Germany's leading paper manufactories on April 15 last attained the three hundred and seventy-fifth year of its existence. It now employs some nine hundred people.

THE German National Museum, at Munich, intends to arrange for a department displaying typesetting machines, and will collect examples and models of various inventions in this line, especially the older and forgotten ones.

BY order of the ministry of the interior, twelve employees of the Karl Krause printers' machinery factory at Leipsic recently received decorations of honor because of their having been in the service of this concern thirty years or more.

HERR ERNST WIENER, the editor of the *Zeitschrift für Deutschlands Buchdrucker*, the organ of the master printers and typefounders' organization, on April 22 celebrated the fiftieth anniversary of the day when he began to learn the printing business.

A CHOCOLATE manufacturing concern in Bremen-Sebaldsbrück was recently cautioned by the court, under penalty of 500 marks, not to continue advertising that it sold its goods at a certain depot or branch house at "factory prices," when, in fact, it included the cost of handling, packing and transport in its selling prices at this point. Keep after them; make them tell the truth in their advertisements.

Upon the recent arrival of her sixtieth birthday, the noted German authoress, Frau Ida Boy-Ed, received the sum of 30,000 marks ($7,140), which appreciative admirers of her work had collected for her among themselves. The money will be expended to furnish a home tendered her by the city of Lübeck.

HERR OTTO WOLLERMANN, of Berlin-Steglitz, the editor of our very newsy contemporary, *Die Buchdrucker-Woche*, has just received the Prussian royal emblem of the fourth class, on the occasion of the christening of the new St. Mark's Church in his suburban town, in recognition of his being the church warden.

A COMMITTEE appointed by a number of industrial concerns has undertaken the work of getting up a series of memorial volumes describing the evolution of Germany's industries up to 1913. It is to be ready for presentation to Emperor William II. on the occasion of his attaining the twenty-fifth year of his reign.

IN honor of the present centenary of the invention by Koenig of the cylinder press, the Koenig & Bauer press-building firm at Würzburg, Bavaria, has put on exhibition in Berlin a half-size model of the first of his presses. It shows the early press to have been somewhat complicated in its mechanism, and it is interesting to note by contrast how certain results are nowadays obtained in much simpler fashion.

THE German master printers' central organization has a commission at work upon a sample or specimen book of book and job work, for distribution among the members as a guide in the making of prices. A full line of representative jobs will be shown therein, accompanied by detailed figures indicating what to charge for in making up an estimate, as well as other cautionary matter which ought to keep a printer from charging at prices below a profitable minimum. This is really a splendid idea, worth copying.

THE matter of standardizing book sizes is being agitated in Germany, and particularly by Prof. Wilhelm Ostwald, of Munich, who, by the way, was a recipient of a Nobel prize in 1904 for some notable scientific achievement. The idea and also the geometric proportions involved are apparently copied after those expounded over a year ago by N. J. Werner, in one of our American contemporaries. Perhaps, with this spurring on by the foreigner, the American paper and printing trades will begin to take appreciative notice of their compatriot's suggestions in this matter of having uniformity in book and paper sizes.

FRANCE.

THE Government has ordered the Postoffice Department to reduce the postage by one-half on proofsheets. Heretofore the rate was 5 centimes (1 cent) for 50 kilograms (1¾ ounces). It is now 5 centimes for 100 kilograms (3½ ounces).

THE board of directors of the Parisian asylum for printers' orphans has decided to tear down the old building occupied by the boys and erect a new one, to cost about $25,000. It will probably be ready next October. Three years ago the building for the girls was reconstructed, at a similar cost. The State gave most of the money for the girls' house, and now gives one-fourth of the cost of the boys' house. The Government spends for charitable purposes the income it receives from the taxing of horse-races and gambling halls, but this income does not suffice to give the

printers' orphan home all it needs; hence generous craftsmen help to eke out the expenses incurred.

LIKE that of the United States, the French Postoffice Department has the legal monopoly of transmitting sealed letters. But private concerns share with it the business of transporting newspapers, and they do it at half the rate charged by the postoffice. It is safe to say that they do not lose money with it.

THE Parisian weekly, *L'Illustration*, a thirty-two page publication having a circulation of one hundred and forty thousand copies, has twenty-two presses, mostly of American design and make, including a Potter offset, two Hoe rotaries and a number of Miehles.

THE *Petit Journal*, of Paris, recently celebrated its fiftieth anniversary. It was the first paper to install the rotary presses invented by Marinoni, the noted press-builder, and put him in the way of acquiring an immense fortune. His contract with the publishers was on a rental basis, figured according to the output of the presses, which grew year by year up to the present large circulation of the *Petit Journal* — 1,300,000 copies daily. This contract ended in 1910, and its termination enables the paper to declare an annual dividend of six and one-half per cent, as against the previous dividends of five per cent.

SWITZERLAND.

ON May 1 the Postoffice Department of Switzerland introduced a detail which will operate as a relief to newspaper offices. Instead of having answers to one's want advertisement addressed to some letter and number, in care of the paper in which it appears, these answers may be sent to and received at the postoffice. In order that they may be delivered to none but an authorized person, the advertiser (for a small consideration) may procure from the postoffice a "*Carte de postale restante No.* ———" ("General delivery card No. ——"), which he must show when asking for replies that may come to the number assigned him for his advertisement. This is beneficial, not only to the newspapers, but to the advertiser, who, should his "want" appear in several newspapers, can put the *poste restante* number in each, and make one call at the postoffice, instead of calling at each newspaper office. "We study to please" seems to be the motto of more than one postoffice department in Europe. Would that it also were in the United States Postoffice.

BELGIUM.

THE union printers of Belgium have decided to have a big meeting in Lille, France, on July 14, to express their sympathy with republican ideals, and also to thank their French colleagues for aid extended during a strike of the printers at Brussels a year ago.

THE municipality of Ghent has issued a scale of minimum rates of pay to be observed by all printing concerns with whom contracts for city work are placed. For hand compositors the rate is 8½ cents per hour; for linotype operators, $1.05 per day; ordinary cylinder pressmen, from 8½ to 10½ cents per hour; feeders, from 4 to 5 cents per hour; operators on small cylinder machines, 6½ cents per hour. A normal day's work is ten hours; for linotypists eight hours. Overtime before 6 A.M. or after 7 P.M. is at an advance of fifty per cent.

HOLLAND.

IN accordance with a law which has just come into force in this country, minors under seventeen are not permitted to work at the printing trade before 6 A.M. or after 7 P.M., either in or out of the establishment where they are employed, and they can not, after having put in an ordinary day's work, be required to attend technical classes in the evening. Thirteen is the minimum age at which any person may be employed at printing, and no one under seventeen may be engaged, except under permit of the local burgomaster.

AUSTRALIA.

A TYPOTHETÆ has been organized at Melbourne.

A CORRESPONDENT of the *Australian Printer*, a new craft journal lately started at the antipodes, in discussing the cost question takes up his lyre and sings this strain, without apology to Shakespeare:

To cut or not to cut; that is the question —
Whether or not 'tis better in the end
To don the cap and bells, profits suspend
And advertise my goods as being cheap
And scatter my substance in a heap,
To feed alike both rich and poor
While I myself remain unfed,
And paint the city with a vivid red
From crimson ceiling to vermilion floor?
To cut — to slash — with cross-cut saw to rend,
Just like a painted savage, God forefend!
If I should follow such a foolish course
The sheriff holds post-mortem on my corpse.
Nay! nay! to keep both quality and price
Is sure the printer's road to Paradise.
I may not say, yet gently will I tell:
All other roads lead straight to ——.

ARGENTINE REPUBLIC.

SENOR PAZ, the founder and director of *La Prenza*, of Buenos Aires, died recently at Monte Carlo, of pneumonia. He was sixty-nine years of age. Senor Paz was acknowledged the doyen of South American journalists, and also the leader of progressive thought and constructive journalism. His family has been identified with the fortunes of the Argentine Republic since the beginning of the past century. *La Prenza* is a very enterprising journal, and its office building is one of the show places of Buenos Aires.

ITALY.

TO CELEBRATE the completion of the new St. Mark's Campanile, at Venice, two commemorative stamps have been issued by the Postoffice Department. The denominations are 5 and 15 centissimi, and a view of the rebuilt tower appears on each. They are only on sale in Venice and the province of which this city is a part.

EGYPT.

BUT one-tenth of the population of Egypt is able to read, hence the proportion of papers printed in that country, as compared with the readers, is greater than in England. Latest statistics say that there are 138 periodicals issued in Egypt, of which 86 appear at Cairo and 41 at Alexandria.

NEW ZEALAND.

A NEW ZEALAND printer displays a card in his window, which states quite truly that "Badly printed advertising has as much chance of success as a terrier with tallow legs chasing an asbestos cat through hell."

NORWAY.

THE northernmost publication is issued at Green Harbor, Spitzbergen, the Norwegian wireless telegraph station. It is produced to the extent of fifty copies by a manifolding process, and one of the employees of the wireless station is its editor.

CHINA.

AN American — a Miss White — has started a Chinese paper for women, intended to instruct them in Occidental thought and ideas.

HUNGARY.

LATEST statistics show that there are 1,255 printing-offices in Hungary, of which 285 are in Budapest.



Reproduced in three colors by the Zeese-Wilkinson Co.,
New York city, from a water-color.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Case and Number.

J. T., Springfield, Massachusetts, writes: "I trust you will afford a little further illumination on a few vexing questions to one who has found in your published writings the sanest and safest anchorage in wrestling with problems that perplex the proofreader, and on which more heat than light is shed by conflicting text-books. In the first place, I have been taught that it is one of the cardinal sins to have a pronoun in the objective case after any form of the verb to be. Yet I am confronted with this declaration of Colonel Roosevelt, which has been widely quoted: 'I'll name the compromise candidate. It will be me.' Is there any warrant for *me* in that last sentence?

"In reading Professor Lounsbury's 'Standard of Usage in English' recently, I came across a sentence, the exact wording of which I do not remember now, in which the words 'storm and stress' were followed by the verb is. I wrote to him concerning that and other matters, and received a courteous and interesting reply, in which the following was included: 'The rule that two or more nouns acting as subjects must be followed by a verb in the plural is an invention of the grammarians. That it has always been followed so generally is true enough; but there has never been a period in the history of the language when the singular could not be used. This is true of even the Latin, whose syntax was far more rigid than the Greek or most modern tongues. It is very true of modern German. If you read Schiller or Goethe, you will find this so-called rule violated constantly. It was far more true of English once than it is now, for since the middle of the eighteenth century ignorant grammarians have been bedevilling our speech. Still, you will find plenty of examples of the usage in the very best modern writers, such as Macaulay, Arnold, Ruskin, and others. In the particular case you specify, "storm and stress" with the plural would seem to me particularly unidiomatic, and therefore pedantic, English.' This seems to me almost heretical, and as I am continually striving in my work to keep verbs in harmony with their subjects, I would appreciate some observations on the subject from you.

"One more difficulty: A quotation ends with a long table of several columns. Where must the closing quotes go? A case like this occurred in my work recently. I straddled the difficulty by putting the apostrophes at the end of the matter prefacing the table, following a colon. It was highly unsatisfactory, but they could not very well go after the closing figures in the table; so where then?"

Answer.— Conflicting usage is probably the chief cause of conflicting text-books, although some of the present conflict in uses may have resulted from the conflict in text-books. As a student of English grammar, and as a believer in customary compliance with the rules of grammar as given by the best authorities, no one can say that "It will be me" is justifiable. "It will be I" is the only form that complies with the only applicable rule stated by any grammarian. But some authorities do more than merely to state the rule; they are forced, in the interest of historical accuracy, to admit that writers who know at least as much as they about grammar and good usage do not always comply with the rule. One such grammarian is Alexander Bain, whose "Higher English Grammar" was written so long ago that some people insist on having later authorities cited, although he did not die until 1903, and he was a man who would not have left such a work without correction according to later usage if actual change in usage had occurred. He says: "The verb *be* has the same case after it as before it: it is I, ye are they. . . . Most grammarians have laid down this rule. Macaulay censures the following as a solecism: 'It was him that Horace Walpole called a man who never made a bad figure but as an author.' Thackeray similarly adverts to the same deviation from the rule: '"Is that him?" said the lady, in questionable grammar.' But, notwithstanding this, we certainly hear in the actual speech of all classes of society such expressions as 'it was me,' 'it was him,' 'it was her,' more frequently than the prescribed form. . . . The authority of good writers is strong on the side of the objective forms. . . . It may be confidently affirmed that with good speakers, in the case of negation, 'not me' is the usual practice."

Professor Lounsbury, in "History of the English Language," page 165, says: "Numerous phrases such as between you and I, it is him, it is her, sprang up at that period [sixteenth century], and have lasted down in colloquial speech to our own day. To a large extent most of them have also been used in literature, and there have been times when they have been almost as common as the strictly more correct forms. Etymologically it is me is as proper as it is you; but the former expression generally incurs the censure of modern grammarians." It is noticeable that he does not say it is me is as proper as it is I; etymologically it is ye would be more proper than it is you.

The temptation is strong to quote liberally from a review of Alfred Ayres's "Verbalist" in the *Century Magazine*, July, 1882; but practically that review merely says in other and more words the same as Bain and Lounsbury say, except that it censures Ayres severely for not being more historical in a work plainly not dealing with history, but meant only as a study of present usage. Moreover, the real history of these locutions is simply that at one early period almost every one ignored grammar and made these expressions ungrammatical, and that some of our best and most highly cultured people still use the less correct forms.

Anybody accepting Professor Lounsbury's advice on a matter of English usage, and acting accordingly, with a

fair amount of indulgence of personal discretion, will probably incur little danger of drastic criticism. Even those opinions by him which seem almost heretical usually prove well founded after one has studied a bit. His little hit at the grammarians here would probably have expressed his exact meaning better if he had said grammaticasters or purists, or even pedantic grammarians. But, fortunately, we have some grammarians who are not unduly pedantic or puristic.

If storm and stress were two individual things, each separately considered as an entity, the plural verb would be demanded; but, as in some other expressions, "storm and stress" connotes a unity embracing the two elements, and the singular verb is proper in recognition of this fact. Similar instances where the plural verb is wrong are not wanting. We should never say, for instance, that bread and butter are good food, although we should say that bread and butter are necessary items. Bread and butter together make one eatable, and as meaning that the singular verb is right. Pork and beans is one dish, and we should not say "pork and beans are" unless we mean pork as one separately and beans as another.

Here again we will quote Bain: "In cases where the two names are almost synonymous, or denote objects closely connected together, or express different views of the same fact, or are used chiefly for the sake of emphasis, there is still a kind of unity in the subject, and the verb is often made singular." He gives a large number of examples from well-known authors, and concludes: "In many cases it is not easy to draw the line and decide when the subject is singular and when plural."

Proofreaders should correct plainly evident errors in grammar, but they certainly should be sure, before making a correction, that they are not dealing with one of the cases in which it is not easy to decide. In such cases they should leave the decision to author or editor. If anything is done beyond following copy, it should be nothing more than a query or a suggestion.

In the matter of the quotation I can not tell anything better to do than to close after the reading-matter. Fortunately, it is not a frequent contingency.

Who is to Blame?

J. H. C., Dallas, Texas, writes: "A proper name occurred once in the head and twice in the article, being written correctly and plainly in each instance. The compositor in the third instance inadvertently set an entirely different name. The error 'got by' the proofreader, who had no copyholder. Who was to blame?"

Answer.— The proofreader. If compositors never made errors, there would be much less need of proofreaders. Having no copyholder makes no difference.

HE HAD A NAME.

Patrick, lately over, was working in the yards of a railroad. One day he happened to be in the yard office when the force was out. The telephone rang vigorously several times and he at last decided it ought to be answered. He walked over to the instrument, took down the receiver, and put his mouth to the transmitter, just as he had seen others do.

"Hillo!" he called.

"Hello!" answered the voice at the other end of the line. "Is this eight-six-one-five-nine?"

"Aw, g'wan! Phwat d' ye tink Oi am? A box car?"— *Chained Lightning.*

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. XIII.— BY F. HORACE TEALL.

WE have considered in these papers all the parts of speech except verbs. Enough of detail could be gathered for our whole series about verbs alone; indeed, that could be done in the case of any part of speech. As we have repeatedly said, however, what has been the aim is the disclosure of a guiding line for proofreaders' practice rather than consideration of procedure in detail, which, to be exhaustive, would involve writing a complete grammar. Already we have too many grammar text-books rather than too few, and detailed information as to actual grammar must be got from them and from experience. The best knowledge to be had from experience is how to curb the impulse toward insistence that we know grammar better than those who differ with us on certain matters.

Grammarians have disagreed about verbs more than about any other words, but their differences are mainly in matters of definition and classification. Some difficulties of definition seem impossible to surmount, as, for instance, that of finding a perfect statement of what a verb is. We all know sufficiently what words are verbs, but who has ever told it so clearly and so fully that his definition can not be criticized by any one?

The one point that is essential in proofreading is that of securing the right word or the right form of a word for the expression in which it is used. Generally, in this respect the grammarians show comparatively little disagreement. A proofreader, if in need of support in any grammatical opinion, might cite almost any of the well-known text-books (as to choice or form of a word), and then abide by the decision made in answer to his suggestion; or, if he has to decide it himself, he might well be prepared to cite specific authority if his decision is ever challenged. He will be better prepared for such defense if he can cite authoritative grammatical rules, though he may know just as well what is correct expression without knowing any rule for it.

The definition of *verb* that seems best to the writer is that given in Webster's New International Dictionary, as follows: "A word which affirms or predicates something; the part of speech expressing some kind of action or mode of being. The verb in its various predicating forms is called finite in distinction from the infinitive and other verbals [as a verbal noun], and is distinguished for voice, mood, tense, person, and number. Verbs are commonly classed by their meanings as transitive and intransitive; also as active, neuter, and passive, or simply as active and neuter, some as auxiliary, reflexive, and reciprocal. By their forms verbs are classed according to conjugations, as strong and weak, regular and irregular." Of course this applies to universal grammar, not merely English; but all the classifying terms are used in English grammar except reciprocal, and they all indicate distinctions the proofreader needs to have at command, though he may not often need to mention them.

Transitive and intransitive verbs show difference in meaning only, not in form. A proofreader will seldom need to note this distinction, unless he might wish to specify his reason for suggesting such a change as that from convene to convoke. Convene has been used transitively for centuries, notwithstanding that such use is an absurd grammatical error. Convene means literally to come together, and when persons are told to meet they are not comed together, but called together (convoked). The one gram-

matical explanation of the difference is that one verb is transitive and the other is intransitive. Very often the proofreader would be upheld in correcting this error, but it would be risky, and generally it is safer to follow copy. It is a remarkable fact that the opposite error has never been made, no one (so far as the writer knows) ever having used convoke instead of convene. This case is paralleled by the frequent appearance of comprise where the correct word is compose, though compose never occurs where comprise is right.

Other distinctions of verbs most frequently needing the proofreader's attention are those of mood, tense, and number. One old-time grammarians' dispute that will never concern the proofreader in his work is whether the infinitive is or is not a mood, since this question does not affect the use of the words involved.

Webster's Dictionary says the moods commonly recognized in English are the indicative, subjunctive, and imperative. Practically the only question of mood that ever confronts the proofreader is that of choosing between indicative and subjunctive forms, and even this would hardly be worth any attention now were it not so easy to decide wrongly. Some one asked a newspaper editor whether it is right to say, "I asked if he was home," and was told in print that it should be "if he were," because if is used with the subjunctive. But if is not always so used, and the example is one for which the answer given is incorrect. It is dangerous to make assertions based on insufficient thought or knowledge, and such ill-founded assertiveness is too common among proofreaders.

Sherwin Cody's "Grammar" has this paragraph: "There is a growing tendency to disregard the subjunctive mode [Cody uses mode, not mood] as much as possible, and some writers even deny that it exists at all in the English language. The crude speaker will seldom have occasion to use it, except in idiomatic and well-established phrases, such as 'as it were,' but the precise thinker and reasoner will find the subjunctive mode of the utmost utility, and a means of expressing nice distinctions that are otherwise almost impossible of expression." Once in a while a proofreader may advantageously substitute a subjunctive form where an indicative is written, but he should be sure that proper expression demands it. Often, when strictest grammar principles call for the subjunctive, usage has rejected it; and generally it will be safest to accept the form that appears in copy. Some good remarks on the subjunctive are given in "The Verbalist," by Alfred Ayres. They introduce a long quotation from Bain's "Higher English Grammar," written when the subjunctive was more freely used than it now is, but still worthy of close study.

It is not easy to decide what is best to say about tense here. Many mistakes are made, and probably always will be, as in many cases it is impossible to convince one who has a strong opinion that his opinion is not right. We may quote Alfred Ayres again. He says: "The errors made in the use of the tenses are manifold. The one most frequently made by persons of culture — the one that everybody makes, would perhaps be nearer the fact — is that of using the imperfect instead of the perfect tense; thus, 'I never saw it played but once': say have seen. . . . Another frequent error, the making of which is not confined to the unschooled, is that of using two verbs in a past tense when only one should be in that time; thus, 'I intended to have gone': say to go." A fact well worth remembrance by proofreaders is thus noted in the Standard Dictionary: "There is much discordance in the views of grammarians as to the offices of some tenses and as to the names by which they should be called."

Verbs are varied in form according to the grammatical number of the nouns or pronouns with which they are used, one form of a verb being proper for the singular and another for the plural. Erroneous notions of propriety in applying this rule are frequent, and the proofreader must inevitably encounter instances where he simply can not persuade an author or editor away from a fixed opinion. In some of these cases the proofreader will undoubtedly be right, in accordance with best authority and usage, but he is not in a position where it is advisable to be too persistent. Examples will suggest themselves, and seem hardly worth enumerating here. Many questions of detail have been separately treated from time to time, and virtually everything the writer can say has been said, or will be said in answers to letters received.

COULDN'T FAZE HIM.

An Irishman was sitting in a depot smoking when a woman came in, and, sitting down beside him, remarked:

"Sir, if you were a gentleman you would not smoke here."

"Mum," he said, "if you wuz a lady ye'd sit farther away."

Pretty soon the woman burst forth again:

"If you were my husband I'd give you poison."

"Well, mum," returned the Irishman, as he puffed away at his pipe, "if you wuz my wife (puff, puff) I'd take it." — *Ex.*



Chums.

Photograph by R. R. Sallows, Goderich, Canada.

Specimens

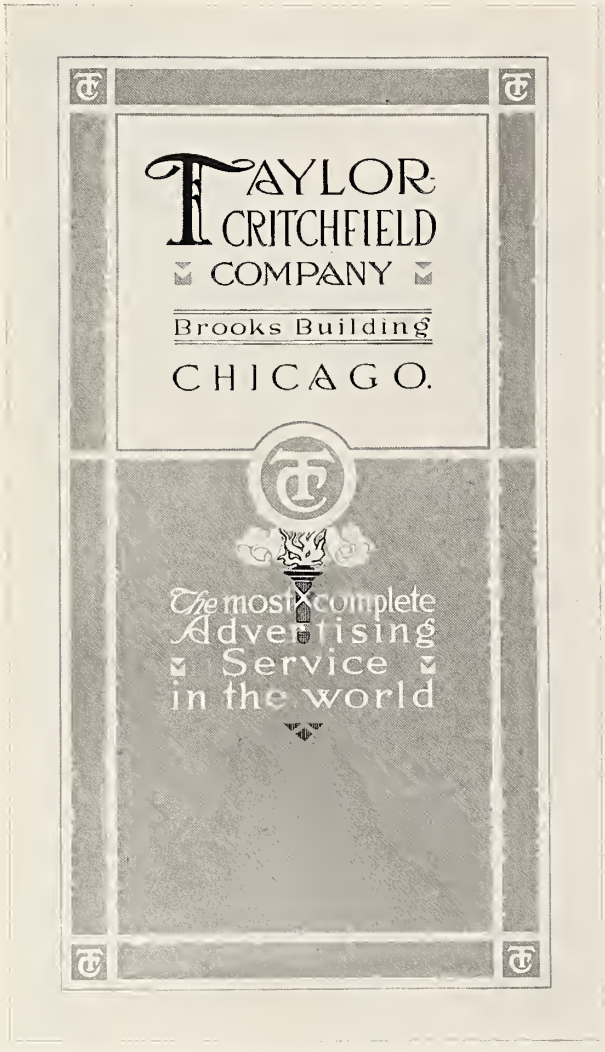
BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

P. D. CREW, Creighton, Nebraska.— The program is carefully gotten up, and calls for no criticism whatever.

FRANK A. KANKOL, Chicago.— The business-card is very satisfactorily arranged and offers no opportunity for criticism.

THE Taylor-Critchfield Company, of Chicago, has recently issued a handsome portfolio descriptive of its complete advertising service and containing reproductions of many of the advertisements which have characterized some of the recent publicity campaigns. The portfolio is

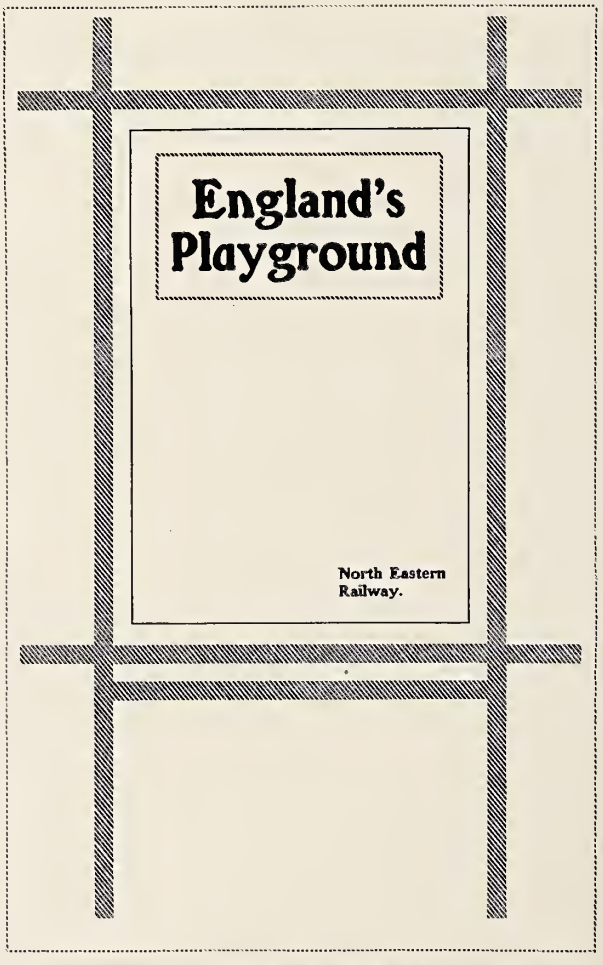


Title-page of a handsome book by the Taylor-Critchfield Company, Chicago.

attractively gotten up in colors, handsomely bound, and enclosed in a neat case. We show herewith a reproduction of the title-page, the original of which was 12 by 20 inches in size.

A SERIES of special designs for "Fourth of July" blotters by Gatchel & Manning, of Philadelphia, is interestingly gotten up.

THROUGH the courtesy of W. H. Slater, instructor in the Borough Polytechnic Institute, London, England, we are in receipt of a copy of



An interesting bit of panel work from the booklet of the Borough Polytechnic Institute, London, England.

"The Borough Booklet," being specimens of work composed and printed by students of the printing classes of the school. The booklet is very nicely gotten up, and contains some most interesting work. We show herewith a reproduction of an interesting bit of panelwork, the original of which is printed in colors.

W. ARTHUR COLE, Philadelphia, Pennsylvania.— The leaflet is very attractive, the color combination being unusually pleasing.

J. A. LOWELL, Rogers, Arkansas.— Both specimens are excellent, your selection of colors being unusually good in each case.

THE *Triumph Chronicle*, the house organ of the Triumph Electric Company, Cincinnati, Ohio, is well written and attractively gotten up,

both as regards typography and presswork. The editor, J. F. Nisbet, is to be congratulated upon its appearance.

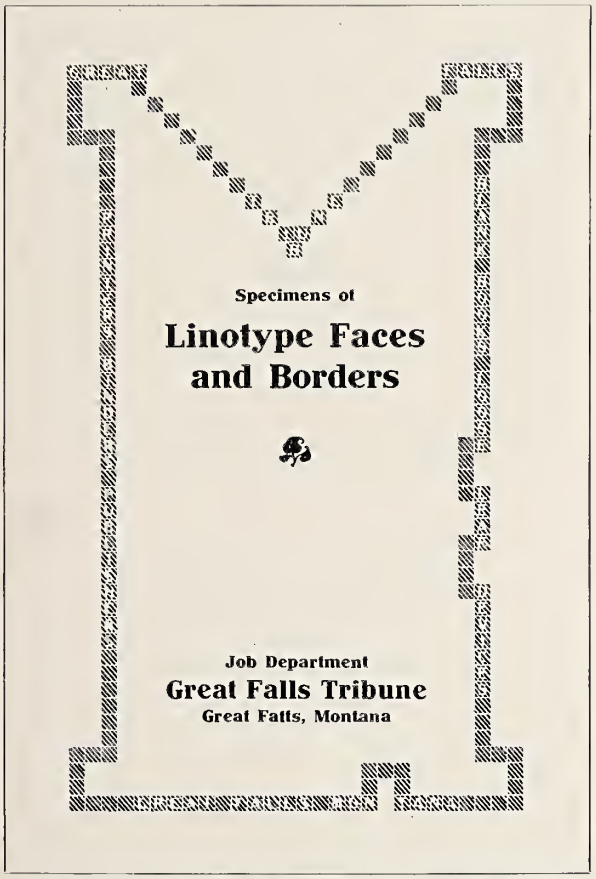
THE Union Printing Company, Denver, Colorado.— The booklet is pleasingly arranged, and offers no opportunity for criticism.

A BOOKLET entitled "Glimpses of Greater Cleveland," published by Whitworth Brothers Company, is attractively designed and well printed.

SPECIMENS of commercial work from the Bunker Printing Company, Kansas City, Missouri, are neatly gotten up and offer no opportunity for criticism.

A PACKAGE of specimens from O. L. Lilliston, New York, contains much excellent work, some of the hand-lettered designs being unusually well handled.

A PACKAGE of commercial specimens has come from F. J. Kerwin, Great Falls, Montana. Among the most interesting examples is the cover of a booklet of specimens of linotype faces and borders, the cover of



An interesting page by F. J. Kerwin, Great Falls, Montana.

which is arranged in the form of a linotype matrix. We show herewith a reproduction. The original is in blue and gold on white stock.

OSCAR T. VINSON, Frederick, Oklahoma.— The commercial specimens are good and illustrate the value of keeping each piece of work in one series of type.

O. S. GAUCH, Shelby, Ohio.— The booklet is nicely gotten up and should prove effective advertising literature. The embossing on the cover is especially good.

A CALENDAR issued by the Victoria Press Manufacturing Company is an excellent specimen of high-class printing and die-cutting. The half-tone work is especially good.

LEON LESTER, Kinsley, Kansas.— Both of the specimens are excellent and neither of them calls for criticism. Your care in the matter of letter-spacing is most commendable.

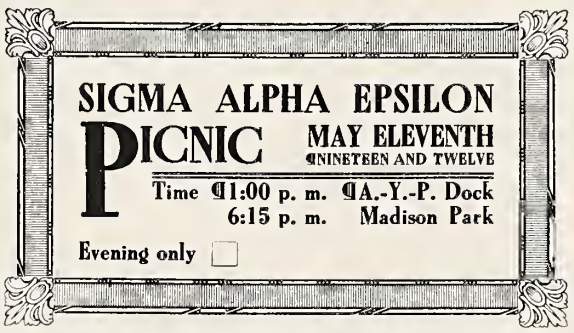
C. A. HAKINS, Toledo, Ohio.— Too many panels characterize the card for Frank A. Mole. They tend to complicate the design. The other specimens are very satisfactory.

"What Your Neighbors Say" is the title of a portfolio of letters of endorsement issued by the Mergenthaler Linotype Company. It is nicely gotten up and should prove convincing advertising.

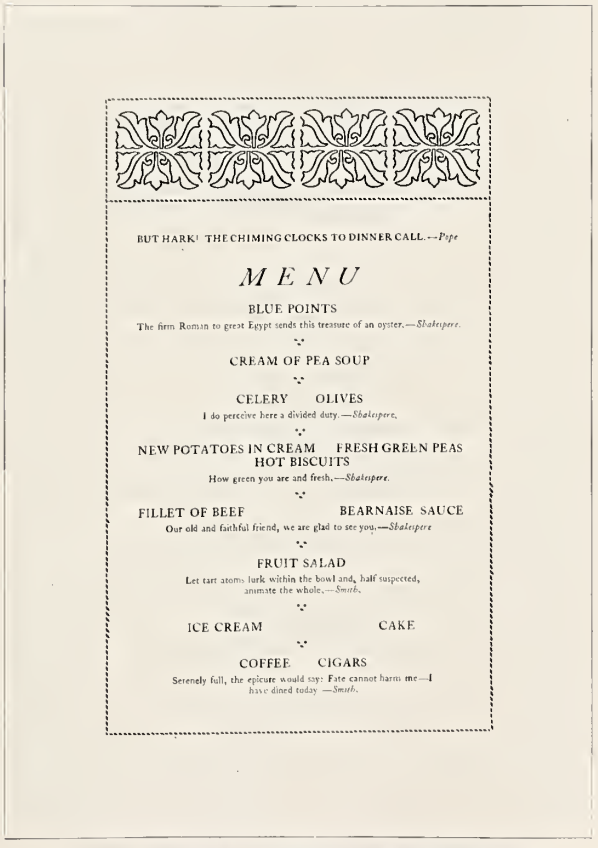
SMITH-COMSTOCK PRINTING COMPANY, Tucson, Arizona.— The blotters would be more pleasing if the gray form were omitted, as it tends to make the design more confusing and harder to read.

A PACKAGE of specimens from the printing department of the University of Washington contains some exceptionally clever designs. Among others is a series of tickets, two of which we reproduce herewith.





Interesting ticket designs from the printing department of the University of Washington.



A menu page by R. J. McAnally, Omaha, Nebraska.

R. J. MCANALLY, Omaha, Nebraska.— The specimens are all excellent — fully up to your usual high standard — and we have no criticism to offer. The menu page is very pleasing, and we show a reproduction of it.

HARRY W. LEGGETT, Ottawa, Ontario.— Both of the motto-cards are excellent, the color arrangements being especially pleasing. The designs for the Esdale Press are also good and call for no criticism.

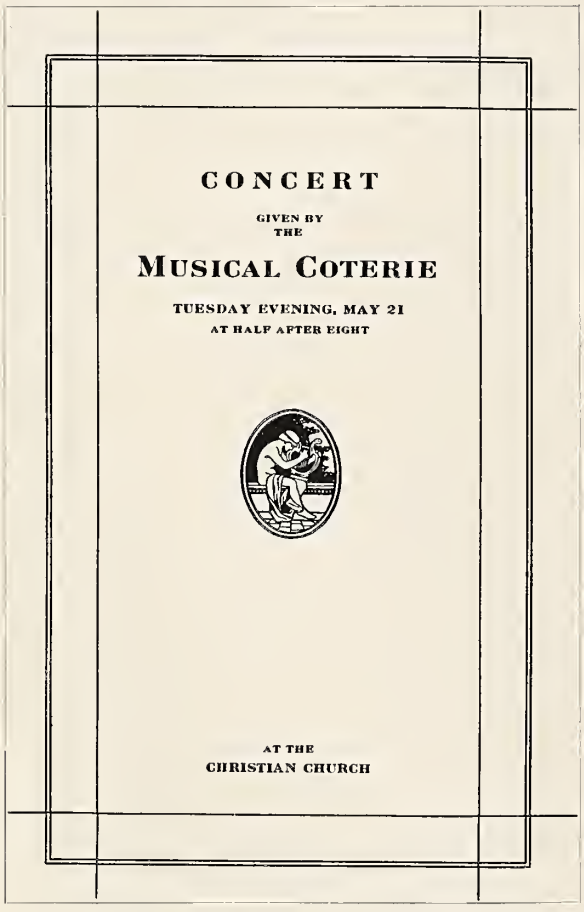
W. P. BARBEE, Ashland, Oregon.— While the motto-card is quite pleasing, still we think that a more simple arrangement in black and red, omitting the ornamentation in green, would be an improvement.

A SERIES of monthly calendars being issued by the Bishop Press, Kansas City, Missouri, promises to be unusually good. The first of the series — a calendar for June — is at hand, and is very pleasingly gotten up.

SPECIMENS from McMullin & Woellhaf, Burlington, Iowa, are fully up to the high standard of excellence previously maintained by this firm. In typography and color selection the work is all that could be desired.

COMMERCIAL specimens from J. W. Spradling, Sparta, Wisconsin, show a clever originality and a careful attention to the details which go to make pleasing typography. The work is excellently handled throughout.

CAREFUL typographical treatment, without undue ornamentation, characterizes the work of B. B. Boyd, of Fort Smith, Arkansas. The designs are simple in arrangement, thoroughly harmonious and very pleasing. We show herewith reproduction of one of the pages.



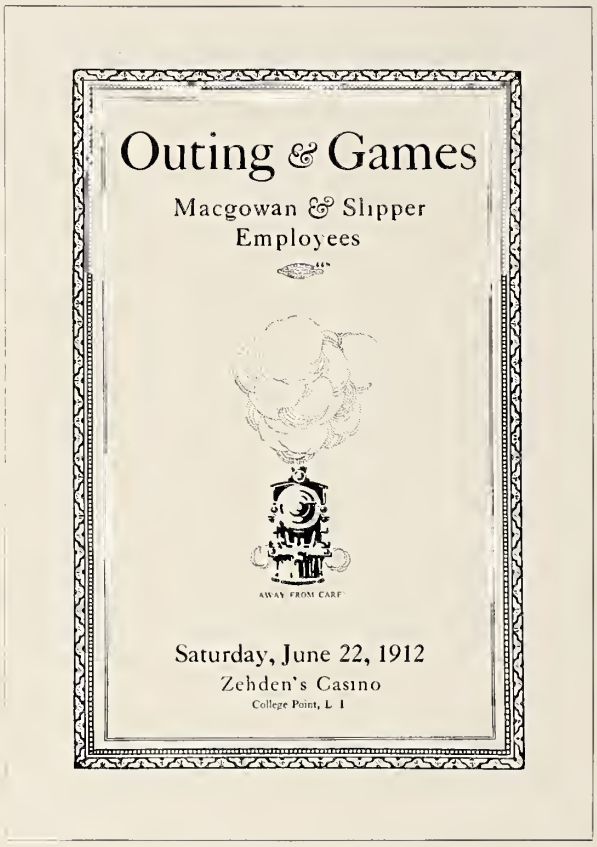
Good typography by B. B. Boyd, Fort Smith, Arkansas.

A PORTFOLIO issued by the Hammermill Paper Company, and devoted to the interests of Hammermill Bond, is very attractively designed and printed and demonstrates the paper in question in a very effective manner.

AL. S. CAIN, Provo, Utah.— The specimens are all well arranged and should work up in colors very effectively. On the magazine cover for May the introduction of another series of type in the last line is not pleasing.

A HIGH-SCHOOL annual, from the Rock Springs (Wyo.) *Rocket*, is well arranged and fairly well printed, although a little more care in the make-ready of some of the half-tones would result in a much better appearance.

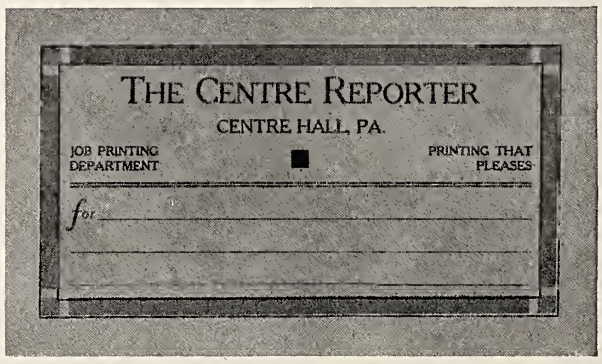
J. A. SMITH, Vinita, Oklahoma.— The work is in general well handled. The page for the National Troubadors would be more pleasing with a border of the two heavy rules, omitting the light rules in the center, and also the decorative corner-pieces. We would suggest that the line at the bottom of the page be set in smaller type. It is not necessary to display this line so prominently, and in the interests of good design it is usually advisable to have the heaviest and widest line at or near the top of the page.



An attractive program cover-page.

FROM D. Silve, New York, we have received a copy of the program of the outing of the employees of the Macgowan & Slipper print-shop. It is nicely arranged and printed in two colors. We show herewith a reproduction of the first page.

THE Acme Engraving & Printing Company, of Asbury Park, New Jersey, has issued a booklet entitled "Business Stationery of Quality," in which are shown examples of letter-heads, bill-heads and business-cards in black and colors.



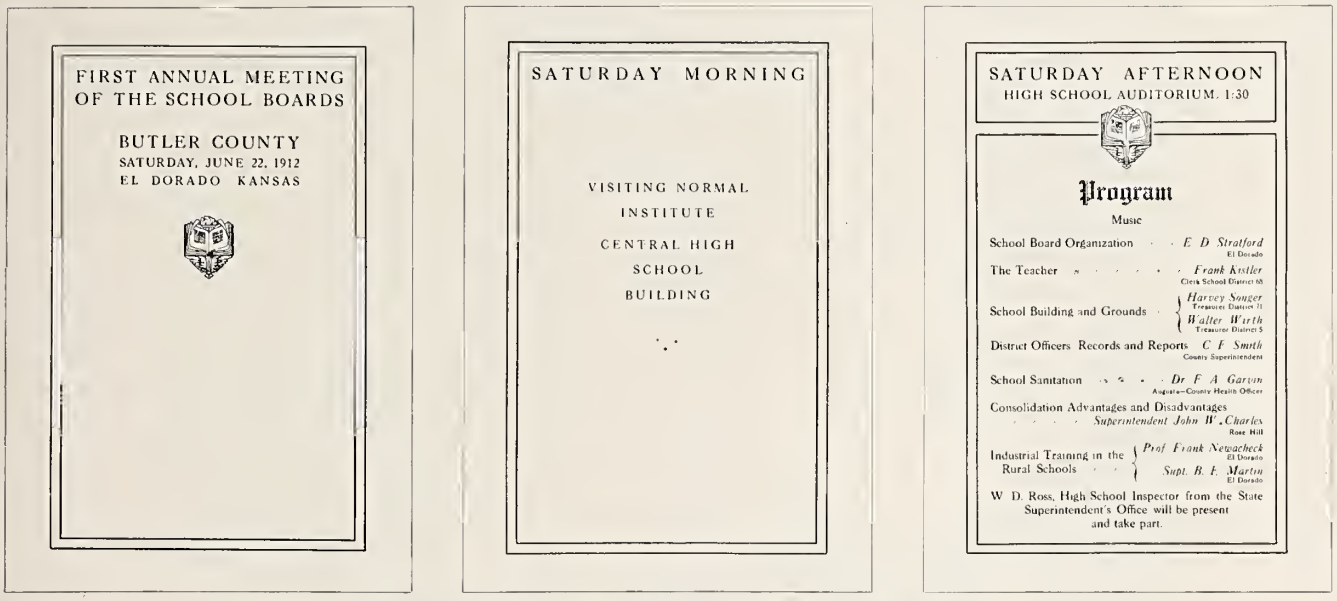
Interesting label design by E. E. Bailey, Centre Hall, Pennsylvania.

PERHAPS the most interesting piece of work in a recent package of specimens from E. E. Bailey, of Centre Hall, Pennsylvania, is a package label, a reproduction of which we show herewith. The original is in black, orange and gray, on brown stock.

W. C. MARSH, Kinston, North Carolina.—A feeling for proportion, or the pleasing inequality in the division of spaces, leads us to avoid, wherever possible, the placing of a line or group of lines directly in the center of a page or panel. On the program of the commencement exercises the placing of the matter on the first, third and fourth pages a

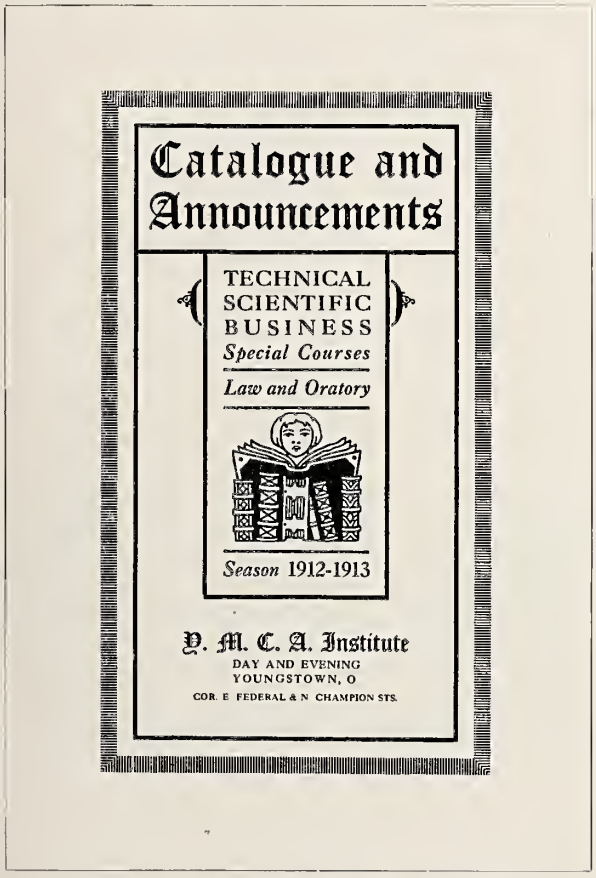
little higher would result in a much more pleasing appearance. This applies especially to the first page, on which the group of type should be raised at least six or seven picas.

The specimens are all excellent and are enclosed in a handsome cover in red and black, on brown stock, a reproduction of which we show herewith.



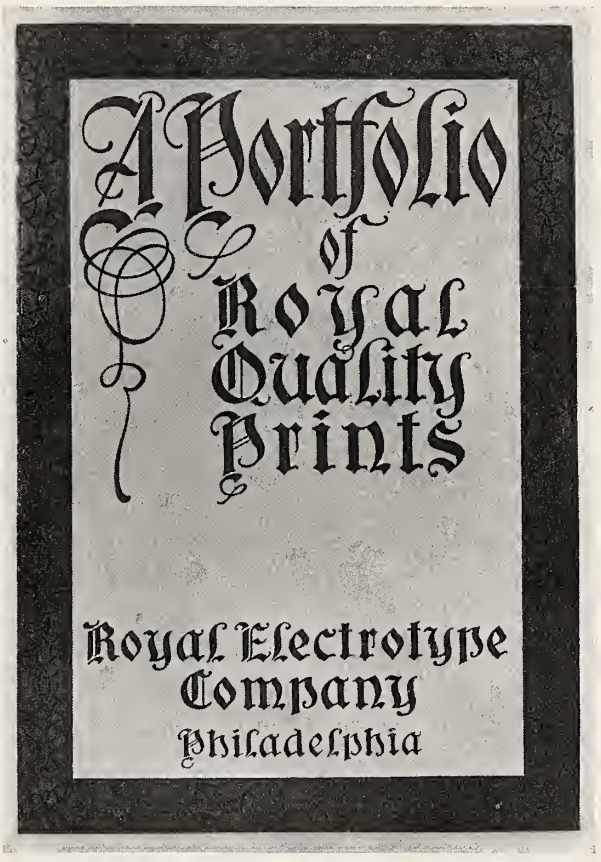
Attractive typography by H. Emmet Green, El Dorado, Kansas.

As EXAMPLES of simplicity in design and illustrations of the effectiveness of harmony attained by the use of few type-faces in each piece of work, the designs of H. Emmet Green, El Dorado, Kansas, stand out prominently. We show herewith a few pages which will give an excellent idea of the general character of his work.



A pleasing design by Henry Nidermaier, Youngstown, Ohio.

THE Royal Electrotype Company, of Philadelphia, has recently issued a handsome portfolio of high-class printing from Royal electrotypes.



An elaborate cover-design.

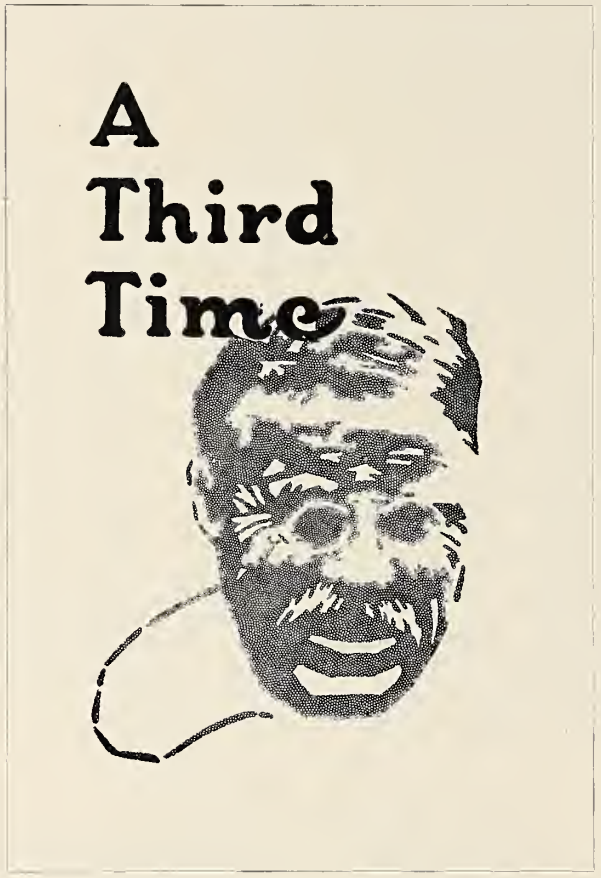
AN interesting booklet issued by Mr. E. C. Andrews, of Philip Ruxton, Incorporated, gives examples of middle-value colors in combination with black on white paper. Four colors are shown, varying in quantities according to their intensity, and they form an effective demonstration of the proper use of colors in connection with black.

AN unusually pleasing use of rules in panel design is shown herewith in the reproduction of the cover-design entitled "Catalogue and

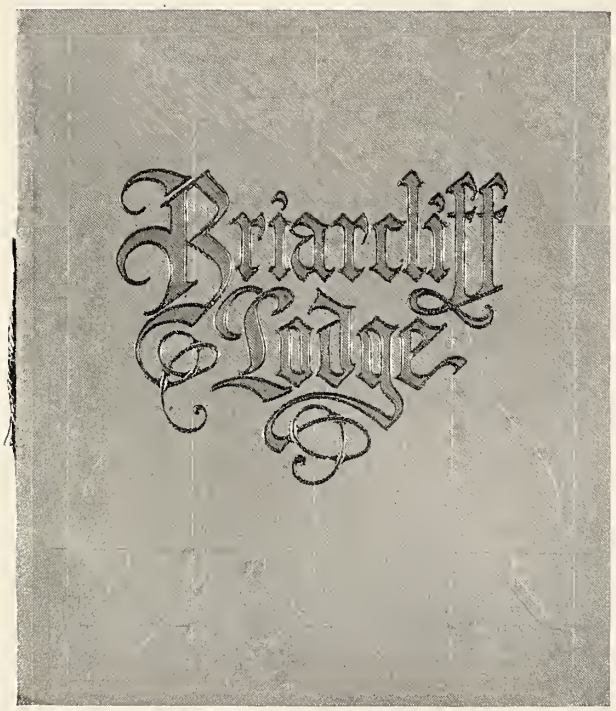
Announcements." The original is printed on blue-gray stock, and is very satisfactory. It is the work of Henry Nidermaier, of Youngstown, Ohio.

AMONG the most striking advertising literature that has reached this department in some time is a series of folders being issued by the Mechanical Appliance Company, of Milwaukee, Wisconsin. The designs are such as will compel attention, while the text is especially interesting and convincing. We show herewith reproductions of two cover-pages, the originals of which are printed in two colors, and will attract favorable notice in any group of advertising literature. They bear the imprint of the Klau-Van Pietersom Company.





Cover-pages of two of a series of striking folders being issued by the Mechanical Appliance Company, of Milwaukee.

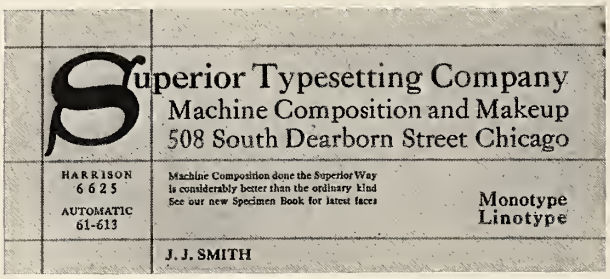


Attractive cover-design from the George Batten Company, New York.

J. J. SMITH, Chicago.— The card for the Superior Typesetting Company is very pleasing, the breaking up of the space into panels being unusually well done. We show herewith a reproduction.

MERCANTILE PRINTING COMPANY, Honolulu, T. H.— The booklet is nicely gotten up, although the decorative border spots on the inner pages are rather heavy. They form the most prominent forces of attraction on the various pages.

FROM the George Batten Company, New York, we have received a copy of a handsome resort booklet entitled "Briarcliff Lodge." It is



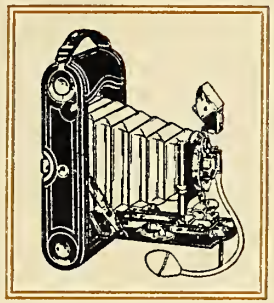
An interesting arrangement of panels.

tastefully designed and well printed. The cover, embossed in black and gold, on gray stock, is especially good, and we show herewith a reproduction of it.

A COMPREHENSIVE book entitled "Canada," issued by the Department of Marine and Fisheries and printed by the Government Printing Bureau at Ottawa, is very nicely gotten up. Both typography and presswork are good. A discordant note is struck by the title-page, however, which is printed on antique stock, while the balance of the book, owing to the predominance of half-tone, is on coated paper.

The BOSTON CAMERA CLUB

Organized 1881
Incorporated 1887



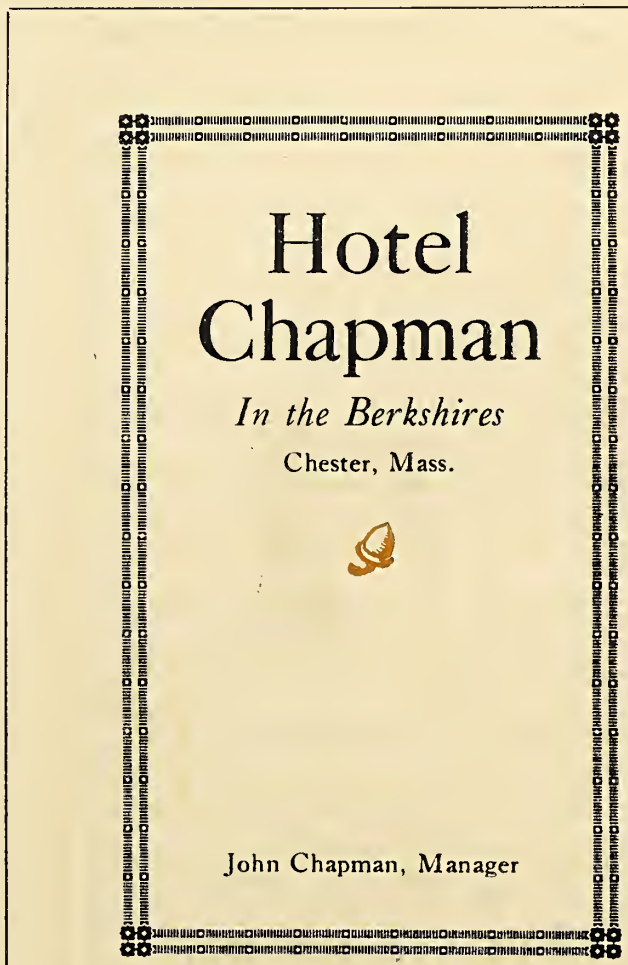
FIFTY BROMFIELD STREET
BOSTON, MASSACHUSETTS

BOSTON CAMERA C L U B

FIFTY BROMFIELD STREET
BOSTON, MASSACHUSETTS

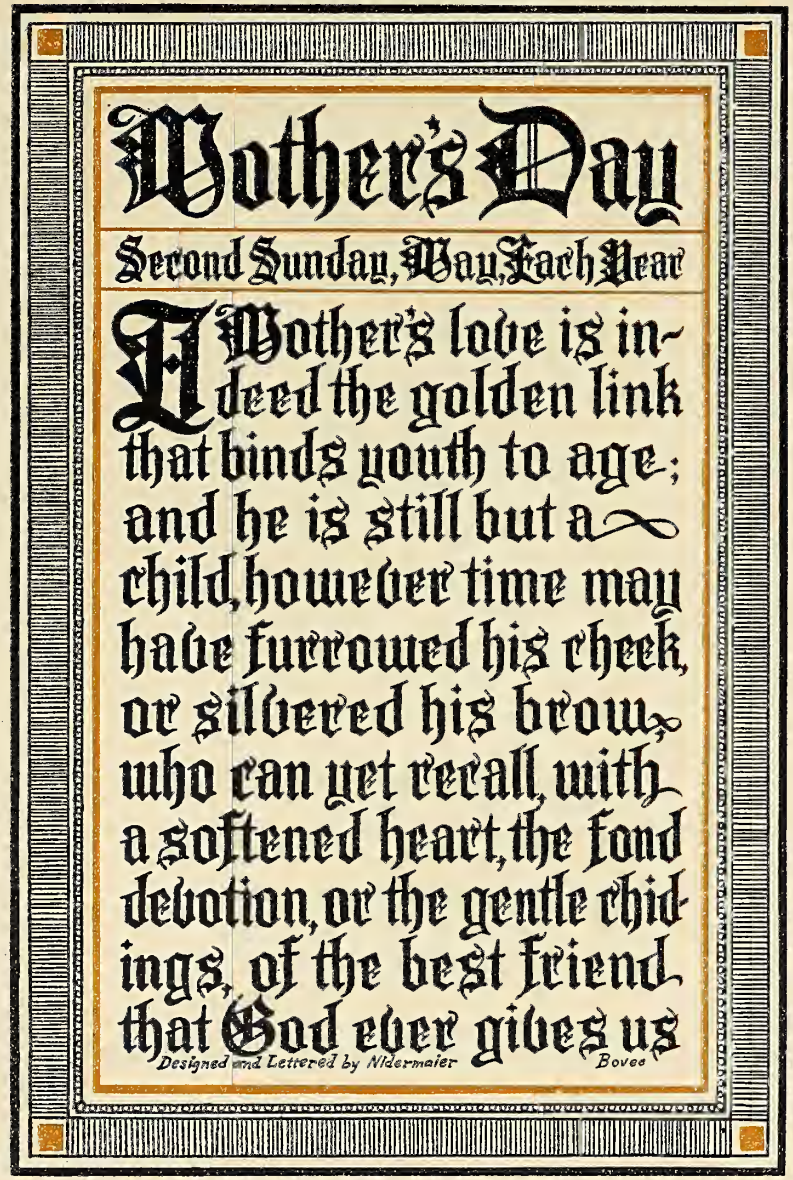
PHINEAS HUBBARD *President*
A. E. FOWLER *Vice-President*
JOHN H. THURSTON *Secretary*
CHAS. H. CHANDLER *Treasurer*

Typographical designs by Robert G. Ruggles, Boston, Massachusetts.

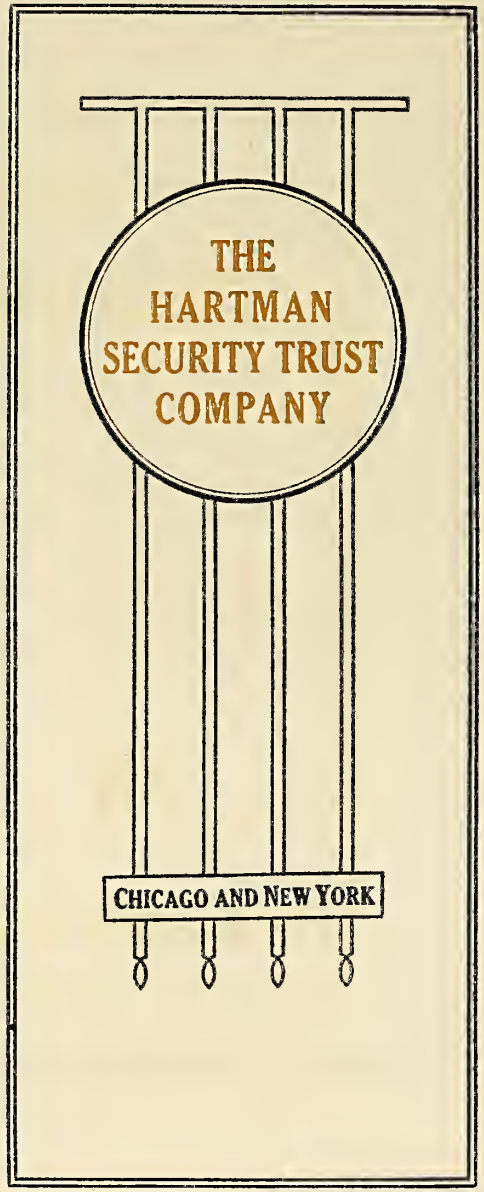




Page-designs by M. O. Triplett, Morganza, Pennsylvania, a student of the I. T. U. Course.



By Henry Nidermaier, Youngstown, Ohio.



By Robert A. Bauch, Kansas City, Kansas.

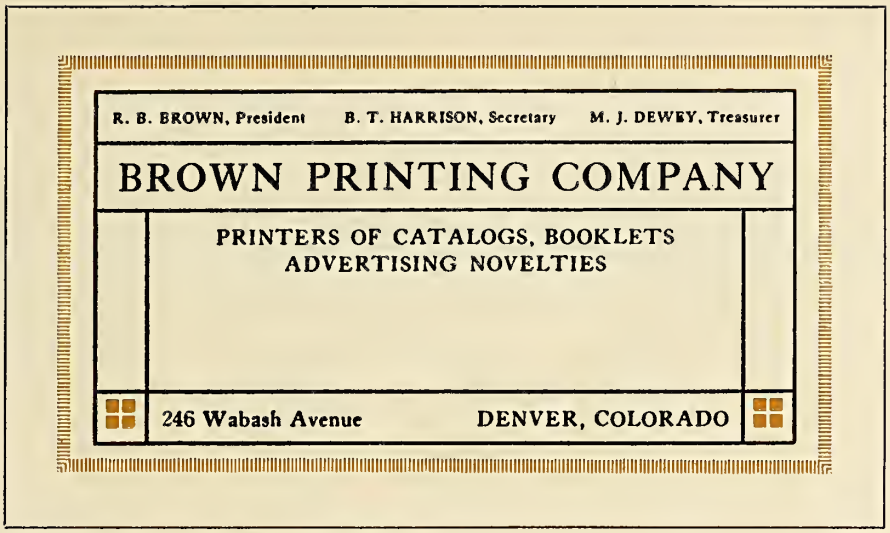
THE READY TRIMMED HAT HAS COME TO STAY. *During the rush season, the retail trimmed-to-order millinery house either has to pass up lots of good business or keep good customers waiting for days. Neither course is desirable or necessary if you get our ready-trimmed*

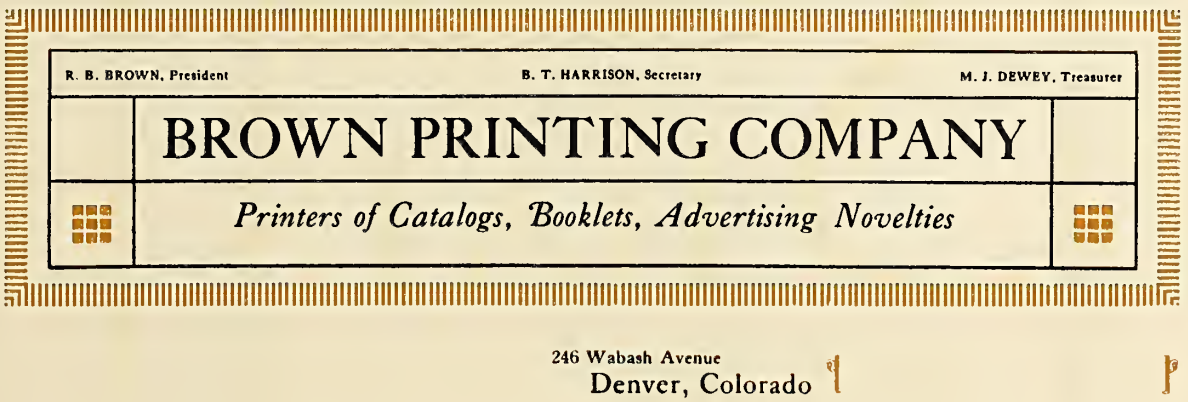
SUMMER 1912 HATS

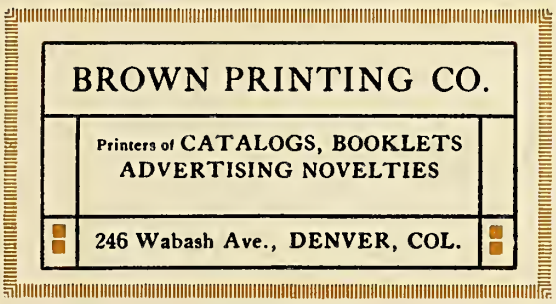
UNLIKE the regular run of catalogue hats, which are usually designed months ahead of the period of demand, the styles submitted by us have mostly been produced within the two weeks preceding the mailing of the style-sheet to our customers. We are thus able to offer with confidence a good variety of styles, each of which has already passed critical inspection after the season has opened, and after our ideas of what is really correct have been endorsed by many authorities from all over the country during the opening weeks. You are always safe to place your order with us.

CALIFORNIA MILLINERY COMPANY
345 Francisco Street LOS ANGELES, CALIFORNIA

Suggestion for a circular.







Commercial designs by M. O. Triplett, Morganza, Pennsylvania, an I. T. U. student.

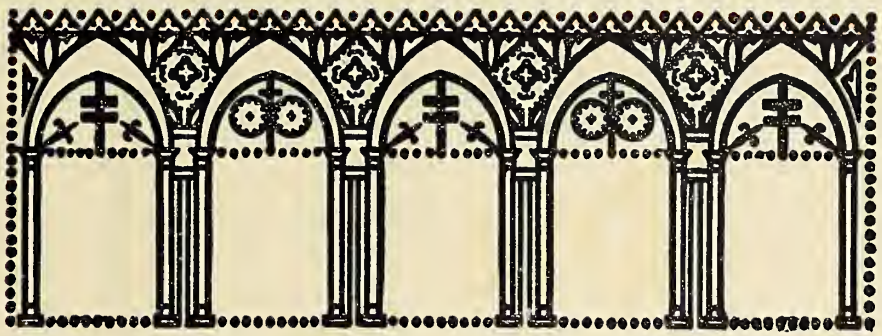
Die Baukunst



Umfassende kritische Abhandlungen über die Entwicklungsgeschichte der Baustile vom Altertum bis auf heute

3. Band / Gotik

Page by Arno Viertel, Frankfort-on-the-Main, Germany. Reproduced from *Il Risorgimento Grafico.*



Baukunst / Der gotische Stil

In dem das zwölfte Jahrhundert kennzeichnenden Übergangsstil, der zur Gotik hinüberleitet, äußert sich schon das Ringen nach schlankeren Formen. Diesem Streben entspricht die Einführung des Spitzbogens

Die den gotischen Stil am meisten charakterisierende Konstruktionsform ist der Spitzbogen, weshalb man ihn auch mit dem Namen Spitzbogenstil kennzeichnete, wie man den romanischen Stil auch Rundbogenstil nannte.

Auch zur Zeit des gotischen Stiles stand der Bau von Kirchen im Vordergrund, wenn auch der Profanbau schon ganz bedeutend gepflegt wurde. Der Grundriß der Kirchen zeigt fast immer die Form des lateinischen Kreuzes. Das System der Basilika wurde noch beibehalten. Auf den Seiten des Mittelschiffes wurden je zwei Seitenschiffe angebracht, von welchen die äußeren als Kapellenkranz ausgebildet wurden. Über den Arkaden, das sind die Bogenstellungen zwischen dem Mittel- und dem Seitenschiff, legte man in der Mauer eine Galerie an, das Triforium, das aus kleinen Bogen besteht, welche sich auf ebensolche Säulchen abstützten. Hinter der Galerie zog sich meistens ein Laufgang hin.

Die Säule verliert in der Gotik ihre ursprüngliche Bedeutung eigentlich gänzlich. Das Blattwerk, welches das Kapitäl ziert, ist nur ganz lose aufgelegt und hat die große Aufgabe, die es bei den klassischen Stilen zu erfüllen hatte, nämlich die Funktion, den Zweck des gezierten Gliedes zu veranschaulichen, vollständig aufgegeben.

An die Stelle der Säule tritt als tragendes Glied der Pfeiler, der in der gotischen Architektur eine der ersten Rollen spielt. Dies erklärt sich in erster Linie aus dem Umstande, daß er die ganze Last der ausschließlich verwendeten Gewölbe und des ganzen Oberbaues aufzunehmen hatte. Infolgedessen verloren die Wände ihre bisherige Bedeutung als tragende Bauglieder, man führte sie in

Page by Arno Viertel, Frankfort-on-the-Main, Germany. Reproduced from *Il Risorgimento Grafico.*

Gothic Architecture

A Treatise
on
the Gothic
Style

Printed at The Franklin Press Philadelphia

Page by M. O. Triplett, Morganza, Pennsylvania, an I. T. U. student.

Job Composition

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Robert G. Ruggles.

About twenty years ago, when he was fourteen years old, Robert G. Ruggles went to Waltham, Massachusetts, from a little country village in Nova Scotia, in search of a job. His proclivities were strongly in favor of becoming cash-boy in some large store, as that was the way in which most of the heroes in the few books he had read started upon their careers. It soon became evident to him, however, that the cash-boy supply was greatly in excess of the demand, and so he reluctantly abandoned that idea and began hunting for any old job he could land.



ROBERT G. RUGGLES.

Learning that the secretary of the local Young Men's Christian Union often received applications for boys, young Ruggles haunted his office until one day Mr. Somers, of the Waltham *Free Press*, came looking for an apprentice, and he secured the position at the munificent salary of 75 cents a week. His duties began at 6:30 A.M., and consisted in part of sweeping the floors; lighting the fire under a leaky old boiler, and keeping steam up all day; washing presses and feeding them; running errands; wetting down the paper for the daily and weekly editions, and incidentally learning to set type. His boss, when Mr. Somers was out, was a young man who seemed to think that cussing was the most effective means of keeping the "devil" on the move, and who practiced faithfully the idea that the preserving part of the art preservative should be done with alcohol or some similar compound.

Of course Ruggles went through the various initiation exercises which welcome the newcomer in the printing-office. One afternoon he was sent in an earnest search through every store in town for some such commodity as type-oil. On another occasion he was sent to the office of a rival paper to ask for the loan of their Cottrell for the afternoon, and given a type-box in which to bring it back.

One of the girls asked him one day to blow out her case. It was a new one on him, so he lugged the case to a rear window and vigorously blew it out with his mouth until he was discovered and shown how to operate the bellows. His face was a sight from the dust, but the case was fairly clean.

The foreman of the news department was short, fat and baldheaded. One day when he went to the basement Ruggles yielded to temptation, and, as the foreman appeared at the foot of the stairs, leaned over and landed a large well-soaked sponge squarely on top of his shining dome. Needless to say this occurred once only. Those were the happy days, though. When Ruggles had been with the *Free Press* for about a year, and had worked up to a salary of $1.25 per week, he was fired for staying away on vacation a week longer than had been assigned him.

Then he had several short-term positions. He hired at one place as a job pressman. By good luck, and the assistance of several kindly disposed *real* pressmen, he held the job for a month or so before the foreman found him out. Then, good night!

Shortly after this he located in the composing-room of C. H. Simonds & Co., Boston (the Colonial Press), where he had an excellent opportunity to learn the principles of book and magazine work. This was an excellent place to work, but when he had been there about nine years he began to feel that it would be advantageous to him to become acquainted with a more general line of work.

In 1900 he applied for and secured a position with Samuel Usher (the Fort Hill Press), with whom he has remained ever since, gradually working up to be head jobber, and for a number of years he has had charge of the job and advertisement composition department.

The business was established by Mr. Usher in 1881 and

includes a general line of book, job, magazine and catalogue work. Conducted upon practical and progressive principles, it has enjoyed uninterrupted growth.

The plant consists of composing-room, pressroom, bindery and stockroom.

The composing-room is supplied with the material necessary to the production of good work. The type-faces, all in large fonts, include, among many others, Cheltenham, Scotch, Roman, Bookman, Caslon, Engravers' Old English, Masterman and Puritan. Most of the straight matter is composed on the monotype, the battery consisting of five keyboards of the latest style and three casters.

The job-press department, containing seven presses, occupies one side of the composing-room. Type-frames are



The home of the Fort Hill Press.

ranged along two sides, while the darker end of the room is given over to the storage of monotype sorts.

The proofroom force has been referred to as one of the finest reading staffs in the country.

The cylinder pressroom, in charge of J. P. Roche, who is also secretary of the local Club of Printing House Craftsmen, is equipped with ten presses of modern construction, including Miehle, Cottrell, Babcock and Whitlock, each driven by an individual motor.

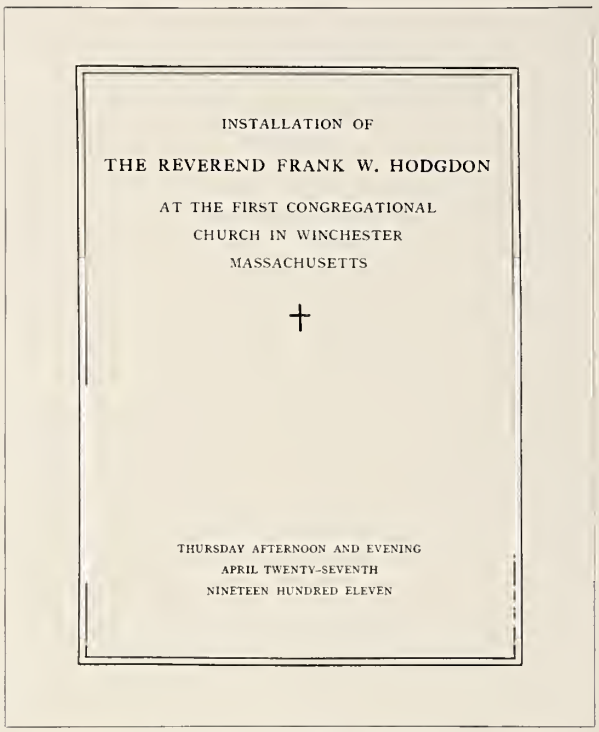
The bindery and stockroom are thoroughly provided for.

As the policy of the house is to employ skilled help, to give them plenty of good material to work with, and to provide each department with a competent supervisor, it is not to be wondered at that the imprint of the Fort Hill Press is synonymous with the highest quality of printing.

Asked as to what led him to take an interest in the better class of printing, Mr. Ruggles said:

"I began to take an interest in work of the better grade at about the time I entered Mr. Usher's employ. Panel-work and squared-up effects were about beginning their vogue, and I was fortunate in coming under the direction of a foreman who was a first-class compositor. I owe a great deal to his assistance in helping me to realize the possibilities that lay in high-grade composition.

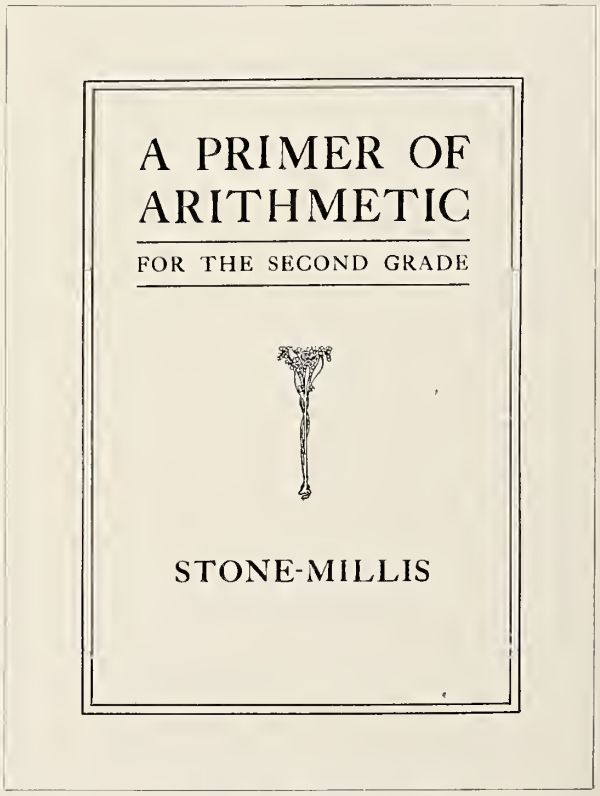
"I have carefully read the trade journals, frequently submitting specimens of my work for review, and the kindly



A treatment thoroughly appropriate.

comment and intelligent criticism accorded have been of incalculable value to me.

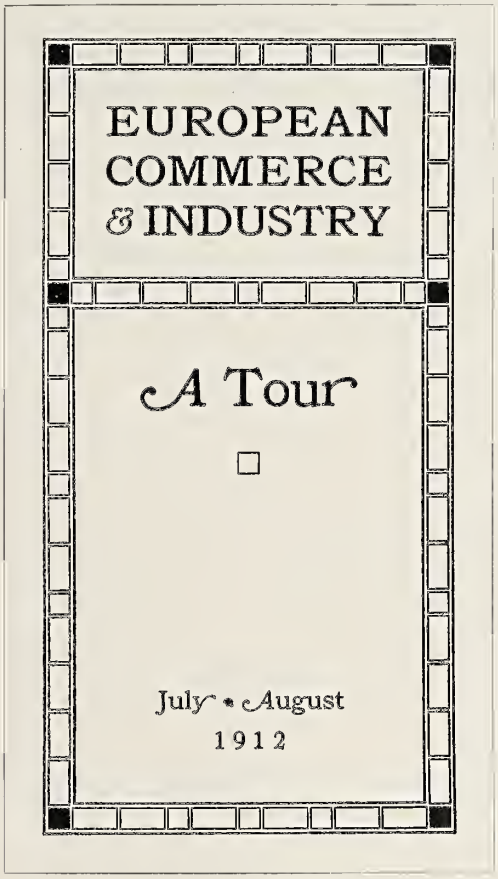
"A plan which has given me many valuable ideas is to



An unusually pleasing page.

exchange specimens with other printers in various parts of the country. It helps a whole lot to see how the other fellow handles his problems. Then, again, whenever I read a review of some nice piece of printing, such as a booklet, catalogue, etc., I write to the advertisers telling them of the review and asking for a copy. I never have been refused, and I have quite a large and artistic collection, too.

"The only 'hobbies' to which I lay special claim are aged four and one, boy and girl respectively. Their day's



An interesting cover-page design.

work is not complete unless they are permitted to remain up late enough to watch for daddy at night.

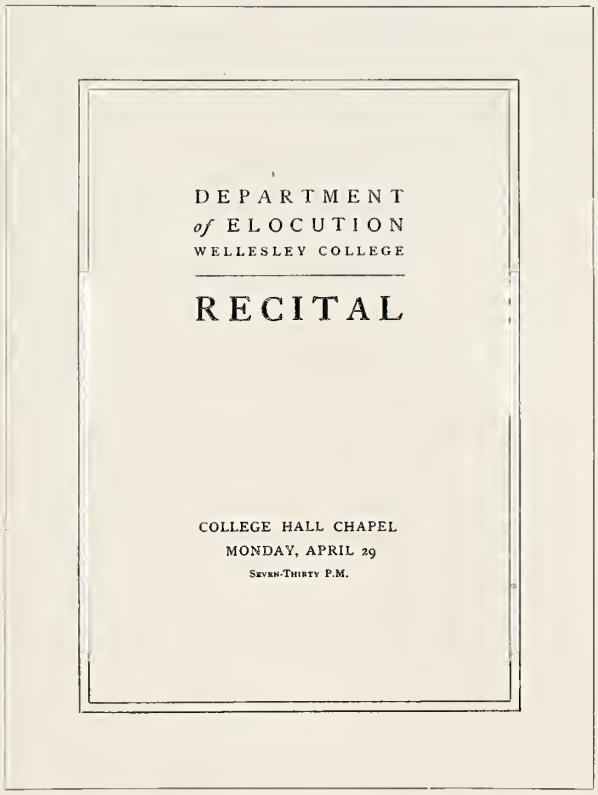
"Outside of these my favorite diversion is found in a comfortable chair, the old briar filled and lighted, and a good book or magazine to read.

"To my mind the successful printer is he who looks eagerly forward to the opportunities each day's work may bring, and who loves his task so well that when the day is too short for the completion of some interesting or intricate job, gladly takes it home with him and sits up with it until the solution is satisfactorily worked out.

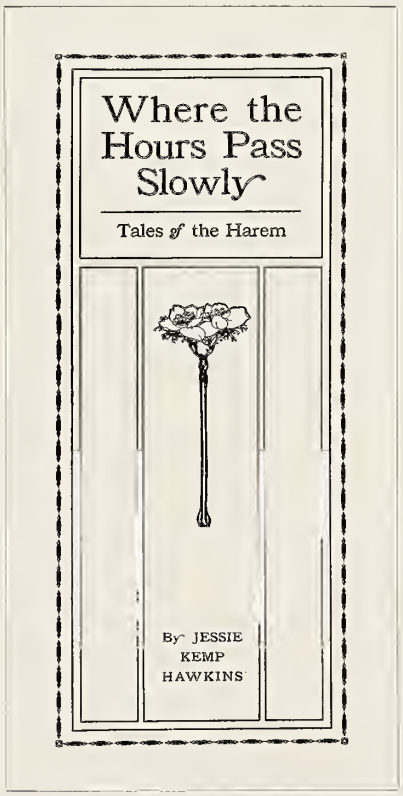
"He must also be willing cheerfully to obey orders, even though the instructions given are at variance with his own preferences. After a man has proven himself competent, the treatment of the work given him is usually left to his own initiative, and as almost every job is susceptible to some touch of individuality, he has plenty of opportunity to display his originality and at the same time permit the boss to get in an idea of his own once in a while.

"He must keep awake to changing styles and methods as shown by the trade journals and in specimens sent out by the various typefounders, and he must be willing to devote a part of his spare change and his leisure time to the procuring and studying of such mediums as may have a bearing on his particular line of work.

"Such a man finds his reward not alone in the pay-envelope (although this is usually advantageously affected



Simplicity of design characterizes the work of Mr. Ruggles.



An interesting arrangement of panels.

by his efforts), but in the occasional word of appreciation from his employer or the comment of some satisfied customer written on the corner of a returned proof."

Apprentice Printers' Technical Club

NO. XX.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Type-faces — Continued.

TEXT.

Text or Old English types, as they are known to printers and typefounders, had their origin from two different sources. The lower-case Text came indirectly out of the lower-case Roman, and Text capitals came out of the association of Uncial letters with the Text lower-case.

Uncial letters, an alphabet of which is shown in Fig. 96, attained their forms through the freedom taken in writing Roman letters with a reed. (This method of writing or lettering was explained in our sixteenth lesson.) They have no lower-case, but, unlike the complicated Text capitals, may be used together to form words. Primarily these letters were used for illuminative purposes, the open characters being very suitable as initial letters, and it was through this use that they became heavy and complicated, thereby developing the Text capitals.



FIG. 96.— Uncial alphabet. Produced by the American Type Founders Company.

Keep these points in mind: Uncial letters may be used solid or in connection with Text lower-case; Text capitals should *never* be used solid, as nearly all such alphabets are too illegible and not of a nature to admit of their being used in juxtaposition.

In connection with ecclesiastical printing, Text letters have a distinct office. At the time of their inception practically all lettering was in relation to the Church, and was executed by monks who devoted their lives to this work. Having this precedent, the association of Text letters with ecclesiastical printing is but natural.

When printing from movable types was invented, Text letters were the most commonly used, and the first types were cut in imitation of pen-written letters having this character.

As a basis for the study of Text types, let us first take up the Caslon Text shown in Fig. 97 — produced by the Inland Type Foundry (now owned by the American Type Founders Company). This is one of the most pleasing and legible Text alphabets on the market, and is especially suitable for use in connection with Caslon Old Style Romans and Italics. As with all alphabets, it shows the influence of the reed pen in determining a distribution of light and heavy elements.

In Fig. 98 is shown the Faust Text, produced by Barnhart Brothers & Spindler. These letters are based on the

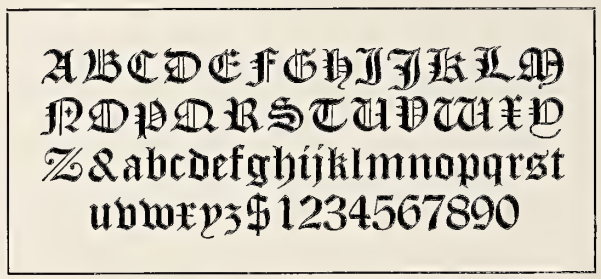


FIG. 97.— Caslon Text. Produced by the Inland Type Foundry.

Uncial alphabet, heretofore spoken of, and are interesting from this standpoint. Used sparingly, and in printing of a formal nature, these letters will often produce very pleasing results.

The widely used Chaucer Text, shown in Fig. 99, was produced by the American Type Founders Company. To the letterer and designer such types as these are known as

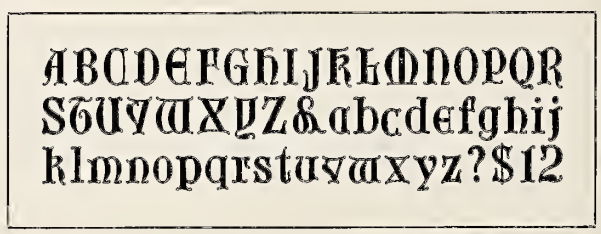


FIG. 98.— Faust Text. Produced by Barnhart Brothers & Spindler.

Black Letter, inasmuch as the amount of black in a line overbalances the white. The ordinary German Text of to-day is Black Letter.

At this time it might be well to explain that Text or Old English types are known to letterers and designers as "Gothic." This is the correct historical name, and is applied because of these letters possessing the peculiar characteristics of Gothic architecture — that "pointed" or "spikey" style after which so many church buildings are

designed. Nowadays many printers speak of these types as "Gothic," and to the Gothic of the typefounders — letters without ceriphs and with equal element widths — they apply the terms "Block Letter" or "Lining Gothic."

In setting Text types the letters, words and lines should be kept close together. Especially is this true with Black

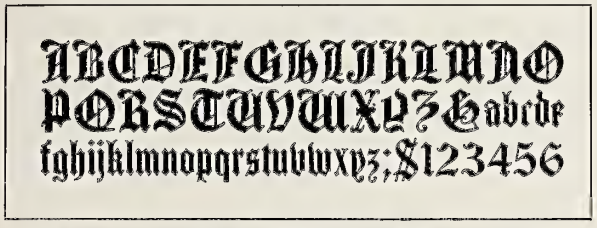


FIG. 99.— Chaucer Text. Produced by the American Type Founders Company.

Letter, which characters were primarily designed to give a rich, black effect. Letter spacing or wide spacing between words or lines destroys this effect — breaking up a line or group into spots of color instead of preserving an even tone.

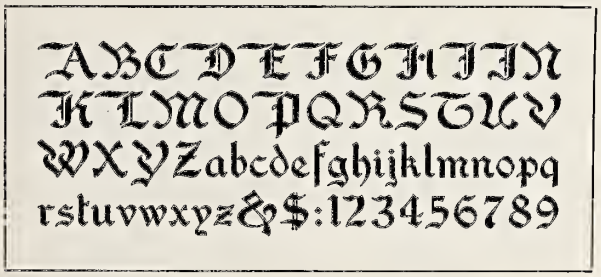
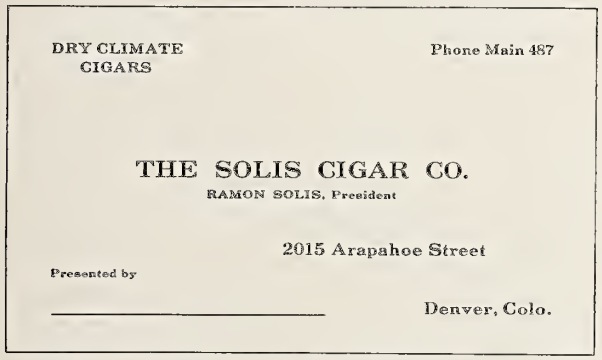


FIG. 100.— Washington Text. Produced by the Keystone Type Foundry.

When using the more open Text letters, such as Caslon Text, and where it is desirable to square up lines, very thin letter-spacing is sometimes permissible. It is a bad practice, however, and should be avoided as much as possible.


DRY CLIMATE CIGARS

Phone Main 487

THE SOLIS CIGAR CO.

RAMON SOLIS, President

2015 Arapahoe Street

Presented by

Denver, Colo.

Prize-winning business-card set by William Gunnison, in apprentice contest, conducted by Denver (Colo.) Typographical Union.

Fig. 100 shows the Washington Text, produced by the Keystone Type Foundry. These letter forms are not far removed from the Roman — that is, as to their basic construction — and are more open and simple than the ordinary Text.

Results of the Denver Monthly Contest for Apprentices.

Herewith we reproduce the prize-winning business-card specimen submitted in the sixth monthly contest held for apprentice members of Denver Typographical Union, No. 49. The card was set by William Gunnison, with the Smith-Brooks Printing Company.

Harry Freeberg, with the Denver *Democrat*, received second place in this contest, and Frank Lindquist, with the Smith-Brooks Printing Company, was given third place.

Watch for an announcement in the August INLAND PRINTER, of a title-page contest for apprentices. Prizes will be given.

IDENTIFYING GENUINE PARCHMENT.

Thoroughly boil a piece of the paper to be examined the size of a fist in dilute (two to three per cent) soda lye, and stir vigorously. Nonparchmented paper falls to pieces and yields a more or less fine pulp; genuine parchment paper retains its shape, does not part with any fibers and can be removed from the lye as it was inserted. The decision can be arrived at in a still simpler and more rapid manner with the aid of the "chewing test." Thoroughly chew a small piece of the paper; nonparchmented paper can be chewed to form a lump of fibers, which can readily be picked to pieces; parchment papers can not be pulled to pieces by chewing. Whoever has carried out this chewing test a few times with parchment paper and with nonparchmented papers will subsequently when testing paper have no doubt whether he has parchmented or nonparchmented material.— *The Paper Mill.*

NO CROWN FOR HIM.

Sunday-school Teacher — If you are a good boy, Willie, you will go to heaven and have a gold crown on your head.

Willie — Not for mine, then. I had one of them things put on a tooth once.— *Puck.*



Summer Thoughts.
Photograph by R. R. Sallows, Goderich, Canada.

A Study Course in Advertising

LESSON VI.— BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

The Follow-up — Circulars, Folders and Booklets.

THE general and mail-order national advertisers spend unlimited time and money in the preparation of their "follow-up matter," consisting of letters, catalogues, booklets, circulars and similar kinds of direct advertising. They know from long experience that without such supplementary work it is impossible to get the most from their advertising — impossible in many cases even to make their advertising profitable.

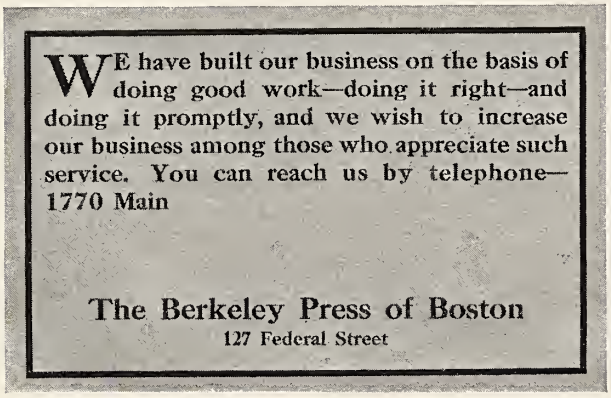


FIG. 1.— Individual mailing slip.

The retail advertiser pays far too little attention to this form of business-building. He feels that it is enough to purchase space in the local newspaper, and lets opportunity after opportunity slip by to very profitably use some form of "follow-up" advertising. One reason may be that he is flooded with almost worthless matter of this nature by the manufacturer, and comes to regard it with small favor. It may not be out of place to mention here that the manufacturer claims the merchant pays scant attention to the advertising matter given him, and because there is so much waste he can not afford to furnish so high a grade as would be possible if every piece were effectively used. It might be difficult, indeed, to find the true solution of this problem, but the fact remains that there is a vast amount of lost motion and a minimum of intelligent cooperation between merchant and manufacturer in the distribution of "follow-up" material, much to the detriment of both.

The simplest form of "follow-up" is the envelope circular or stuffer, mailed with bills, statements and letters. Because they are cheap, requiring no special addressing, labor or postage, there is a tendency to slight them. There is generally a box or two in the cellar, or a package or two under the counter, which have been furnished gratis, and one or more are thrown into the envelope if any one thinks of it in time.

It is a very fine question whether more than one stuffer should be used at a time. It may be said, on the one hand, the more articles advertised in this way the more likely to be sold. On the other hand, it is not at all pleasant for the one opening the mail to find the envelope so crowded with extra matter that it becomes a task to find the statement or letter, and as a result all of the advertising may be peevishly consigned to the waste-basket. Moreover, there is also a chance of the merchant losing in dignity. There is something about an envelope overflowing with miscellaneous slips and folders that seems to impress some people just the wrong way. This leads up to an even more intricate question: Should the merchant use any of the stuffers that are furnished him, or get out a series of his own that are uniform, dignified and attractive? In spite of the extra expense incurred, there are many reasons why the latter course is far more preferable.

In the first place, his own slips will be individual — they will lose that "we had 'em and stuck 'em in" appearance that fully ninety per cent of the manufacturers' slips are

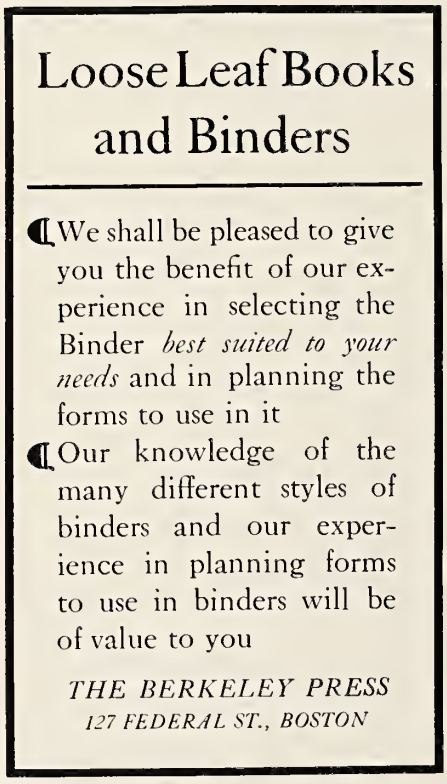


FIG. 2.— Individual mailing slip.

certain to possess, and will therefore be much more effective, both in impression and sales. In the second place an individual slip will in the course of a few months come to be recognized by those who open the mail as more of a personal message, and in this way receive greater consideration, and will create a deeper and more lasting impression. It is almost unnecessary to say that the individual stuffers

must be fully up to the standard in every respect, otherwise all of the benefits will be lost, and it would be better to use the manufacturers' slips, or none at all.

In Figs. 1 and 2 are shown examples of the individual mailing slip. Both are good. They were printed in two colors on a very high grade of stock, and were no doubt effective. One clear, pertinent idea is brought out in each: the amount of matter is not so large but that the enclosure will be read by practically every one who picks it up.

Fig. 3 shows a slip which can make small claim for credit on the score of typographical arrangement, but is



FOR a considerable time the Woodruff Print Shop has been striving to discover a system for the better printing of business stationery. After many efforts we have devised a process by which we can produce practically a lithographed effect at the cost of a printed one. You want the best work, of course. Let us prove the merits of our new process. Ask for samples and prices of papers and envelopes All goods delivered. Express prepaid. That's another saving in our printing

THE WOODRUFF PRINT SHOP.
Telephone 4-4 BRANDON, VERMONT

Fig. 3.— Individual mailing slip.

reproduced here because of its strong argumentative appeal for business. In comparatively small space two interesting and distinct ideas have been forcefully presented. The copy is lifted out of the rut because it is different. Most of those who read it will wait to know more about the new process. To be sure, the volume of business that this slip will secure will depend greatly upon the real merits of the process it advertises, but in the abstract it is an excellent piece of copy and will merit a careful consideration.

There can be no hard-and-fast rules laid down for the arrangement of envelope-slips, excepting those generical principles of typography governing balance, harmony, etc. Two colors should be used as often as possible, for they "brighten" the slip and add greatly to its chances of being read. The general appearance of the slip should be "open" and invite reading. As in all circulars, the signature or firm name should be kept reasonably small. For some unaccountable reason there is a tendency to set the signature in type so large that it completely destroys the balance, and, moreover, occupies space that could be more profitably used otherwise.

From the envelope-slip we will pass to the booklet. In the booklet there will be found opportunities for accomplishing great good — also opportunities for wasting much time and money. In other words, there is very little middle ground — either the booklet will be good, and accomplish good, or it will be bad, and produce next to nothing.

The fundamental purpose of the booklet is to tell a telling story, with more or less completeness. It may be compared with the canvass of a thorough salesman, and, bearing this in mind, the booklet should be written to conform to the principles of salesmanship. As the salesman must know his goods, so should the booklet give accurate and sufficient information. As the salesman must present the arguments necessary to secure the order, so should the booklet contain the true reasons why the prospect should buy. The comparison goes further. The salesman must not tire his man with useless talk and argument; nor should the booklet, simply because there is ample space at hand, become garrulous and indulge in drawn-out argument and prosy statement. Long and apologetic prefaces should be eliminated. The opening paragraphs should get into the heart of the subject, and not "back and fill." Remember that it will be just as easy to kill the interest of the booklet reader as that of the advertisement reader — not perhaps in number of words, but in lack of ideas and snappy, clear writing.

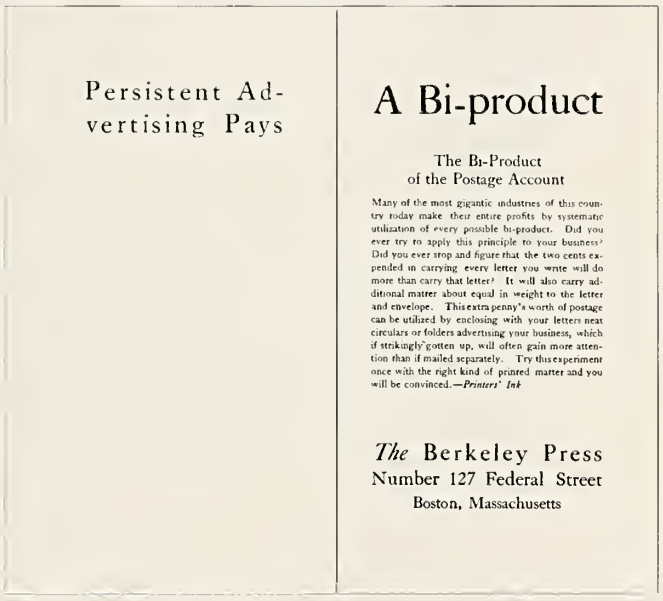
As we have taught in previous lessons, the advertisement must attract attention, arouse interest, and create desire. So must the booklet. From the standpoint of attractiveness there are two things to be considered — the physical appearance, including the envelope in which the booklet is mailed, and the title of the booklet.

In booklets larger than may be mailed in the ordinary 6¾ commercial envelope, it is an excellent plan to make the envelope of a light weight of the cover-stock used on the booklet. This must be taken into consideration when selecting the cover-stock, but a large number of covers are now made in weights which will allow this to be done.

For smaller envelopes an attractive bond stock in a color harmonizing with the cover may be used with good results.

The envelope, whether large or small, may bear an attractive design with the sender's firm name and address, or it may bear words or a phrase calculated to arouse the curiosity of the man who receives it. There is much to be said in favor of each method. Perhaps the safest plan is to use the curiosity-arousing phrase only when it is obviously very good — if there is any question, employ the other method.

The size of the booklet is in some measure determined by its contents. If a generous number of illustrations are



Persistent Advertising Pays

A Bi-product

The Bi-Product
of the Postage Account

Many of the most gigantic industries of this country today make their entire profits by systematic utilization of every possible bi-product. Did you ever try to apply this principle to your business? Did you ever stop and figure that the two cents expended in carrying every letter you write will do more than carry that letter? It will also carry additional matter about equal in weight to the letter and envelope. This extra penny's worth of postage can be utilized by enclosing with your letters neat circulars or folders advertising your business, which if strikingly gotten up, will often gain more attention than if mailed separately. Try this experiment once with the right kind of printed matter and you will be convinced.—*Printers' Ink*

The Berkeley Press
Number 127 Federal Street
Boston, Massachusetts

Fig. 4.— Showing the title-page of a very strong booklet issued by the Berkeley Press. This is mentioned in the text.

to be used, the booklet should be large enough to carry them without the slightest appearance of crowding. This is also true of diagrams or any amount of tabular matter. If, however, the booklet is to contain little or none of this kind of matter and few, if any, illustrations, a size just fitting in a 6¾ commercial envelope is suggested. In nine cases out of ten the booklet writer should govern his size by the amount of matter to be used. If he selects his size on any other basis, and endeavors to fit his matter to it arbitrarily, he will probably run into trouble.

The method of binding depends largely upon the number of pages, and should present no difficulties. Where the work to be accomplished by the booklet and the class of people to whom it will be sent would seem to warrant it,

silk cord, attractively tied and "fluffed," may be used, though this form of binding is much more expensive.

Within the last few years there has been such rapid improvement in the quality of cover-stock sold that many very handsome combinations may be had with the use of a little good taste. Do not skimp on the cover-stock. It gives the first impression, and may make or mar the whole.

To a great extent, with the varieties of stock at our command, together with the ingenuity of the artist, or the compositor, the general appearance of the booklet may be kept in keeping with goods or idea that it advertises. For example, for a florist, light-tinted cover-stock with dainty designs; for an automobile, darker stock with the design suggesting strength and reliability.

The one predominant function of the booklet heading is to create interest — sufficient interest to arouse a curiosity, or perhaps it would be better to say a desire, to see what is inside. This is accomplished in numberless ways. For example, I have before me five very good booklets. One of particular interest, gotten out by W. H. Richards, one of Baltimore's printers, shows in a very clear way the fallacy

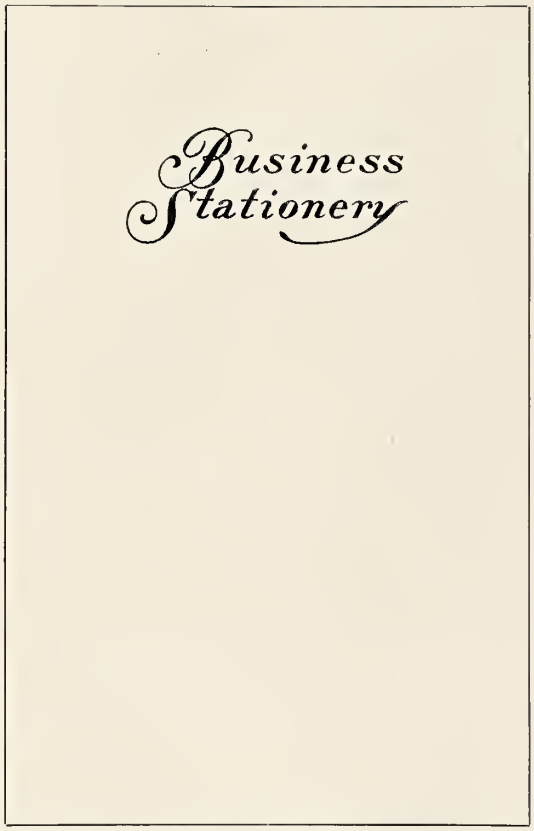


FIG. 5.— Showing a booklet issued by the Hampshire Paper Company. The cover was die-stamped and the binding was a silk cord. Gray cover-stock of high quality was used.

of buying printing of the lowest bidder; the heading is "Progressive Thought for Business men." Another, gotten out by the Berkeley Press, of Boston, is entitled "Printing." Still another, gotten out by the same people, is entitled "A Bi-product." Accidentally this last booklet sets forth quite convincingly the benefits to be derived from using envelope slips and blotters, and makes a request for such business. A booklet issued by the Texas Company is entitled "About Motor Lubrication." One issued by the Hampshire Paper Company is entitled "Business Stationery."

It will be seen that no general rule is followed — the only suggestion that can be made is in favor of brevity. Do not write headings that are too long.

All that was taught in lessons two and three about writing copy applies in full force to booklet-writing. First a most thorough analysis for elements of appeal should be made. The writer should not feel content to put down, say, "reliable." He should include in his analysis the reasons for such reliability; he should make his work in this direc-

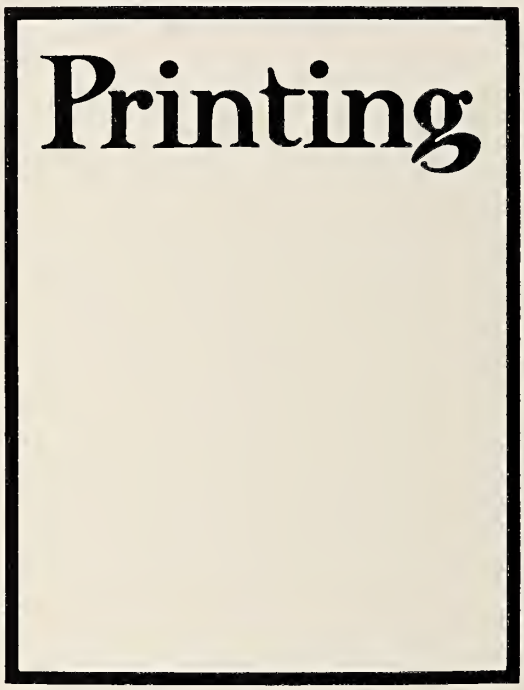


FIG. 6.— Showing the outside of a striking folder. The colors were black and red, and the general effect was excellent.

tion as complete as possible. It will save him much time and no little trouble later, and it will be of no little assistance in making the booklet convincing.

The art of writing convincingly can be acquired, but not without study. Many can write entertainingly, many interestingly, but only those who fully understand their subject and their readers, will write convincingly. Help can be found from illustrations, when there is really something to picture, as in the case of machinery, pianos, safety razors— all articles in which the mechanical construction or the appearance is a consideration. For some classes of goods testimonials will help convince, though the patent-medicine people have made their use somewhat limited. No testimonial ever should be used that is not obviously genuine. If the booklet is intended for distribution in localities where the advertiser is not well known, and it calls for cash orders, a bank or equally strong reference should be given.

Before writing the booklet a complete dummy should be made — preferably from the exact inside and outside stock. With this in hand the entire booklet should be "laid out" — that is, the exact space where cuts are to appear should be indicated, the margins shown, and the size of the space allowed for the type-matter plainly marked. The writer will also find it to his advantage somewhat roughly to lay out the copy — that is, to group together those elements of appeal that will arouse interest, those that will create desire, and those that will convince or make the sale, and make a preliminary estimate upon the amount of space in the booklet to be given to each group. All of this opening work will not only have a tendency to minimize time and effort used in the actual writing, but will do much to insure

a logical sequence of thought throughout the entire booklet. The catalogue, unless it is a mere listing of goods and prices, can be regarded as little else than an overgrown booklet. The point of difference in most cases is that the booklet generally confines itself to one line of goods, while the catalogue may list many.

A common fault with catalogues is found in the meager or confused descriptive matter accompanying the listing of each article. Any advertising man about to prepare a large catalogue can secure valuable information from the large books published by Montgomery Ward & Co. or Sears, Roebuck & Co., of Chicago. In these gigantic catalogues thousands of articles are listed, yet for each there is adequate descriptive matter, which in most cases not only describes but arouses desire.

Folders are a compromise between the booklet and the envelope-stuffer. While most often used because of their greater economy, they nevertheless enjoy some distinctive merits. As for example, as part of a follow-up series, used with form-letters, and perhaps a booklet. Very often a snappy series of folders may be used alone — that is, without either the form-letter or booklet.

Folders are often sent out in regular order — once a month, or six times a year. Again they are used for special seasons, or for unusual sales. In addition to creating immediate sales, they keep the name of the house before its prospective customers.

A very good form of the folder is made from fairly heavy stock and includes a return postal card perforated or scored in the regular folder stock. Where orders or replies are wanted this method is almost indispensable. Further than this there can be nothing prescribed, except the dictates of common sense. There are all manner of sizes and shapes used in folders.

Whether booklet, folder, catalogue or envelope-slip is used, copy is the main consideration. Strong ideas, intelligently and convincingly presented, are the powers behind them all.



THE STORY HOUR.

Photograph by R. R. Sallows, Goderich, Canada.

QUESTIONS.

1. Prepare a series of six envelope-stuffers for the business in which you are employed or interested. To assist in their conclusion include a brief statement of what you desire to accomplish — whether the stuffers are to bring direct orders, to feature in a general way a department, or give you publicity.

2. Prepare a booklet, including complete dummy showing title and color-scheme, for a printing-house on the advantage of paying a reasonable price for good printing as against patronizing the lowest bidder. You will find this a deep subject and one upon which you can afford to spend much time. With only two questions to answer on this lesson you will be expected to produce a job that is "first-class" in every respect. Look into this matter — talk it over with men that know the situation.

Cost and Method

BY R. T. PORTE.

A Personal Word.

During the past few months there have been many cost congresses held, and the small printer and country publisher have attended these in large numbers. I have had the pleasure of addressing some of the meetings, and have received quite a few letters stating that the writers, upon returning home, in many instances had increased prices where found too low, and improved their business methods.

But there must be many more, and I would like to hear from them, and also from those who have failed for various reasons to get a just return for their work. By keeping in touch with the failures as well as the successes I am enabled to make this department more interesting and helpful.

So, let me hear from you, not only once, but often, as to the value to you of the Cost and Method department, and of the cost congresses as well.

What Is a Cost System?

Despite all that has been written and printed in the last two years about cost systems in the printing business, there are a great many who do not seem to grasp plainly the underlying principle or fully understand what a cost system really is. It seems necessary to repeat first of all that "*A cost system is not a set of blanks.*" So many fail to get this into their minds, and think each new idea as to some peculiar way of printing the blanks, or their size or arrangement, or color of paper, or color of ink, or method of filing, constitutes a cost system. None of these is or has any right to be called a cost system, but is merely a slight detail in the management or arrangement for gathering the information necessary to the running of a cost system. It can and does take a thousand different forms, and yet, these, in themselves, are not a cost system.

What, then, is a cost system?

It consists of five arranged and orderly factors, each necessary and positive, and should in all cases be made to fit the plant where they are used and be under skilled advice of some one who has had practical experience in every class of plant and has a clear-thinking head and *knows* what kind of results he wants to get — not theories or possibilities. The five factors are as follows:

First — Correctly keeping daily time reports of separate operations on work, either of individual workmen or of machines, such time to cover a full day's period of work in such a manner as to be provable and possible to check; and a comprehensive plan for reporting the use of material necessary for completing the work.

Second — Transferring of the time of the operations to separate records of jobs by productive centers, classified and arranged so that each operation can be traced and checked with exactness, and totaled by departments.

Third — Recording the total operations of individuals or machines by productive centers or departments of work, dividing the productive centers or departments of work, dividing the productive time from the nonproductive, yet showing the total time for each division of effort or producing center.

Fourth — Charging to each productive center all items of labor, rent, power, replacement (depreciation), interest, and operating charges of every nature — repairs and incidental expenses that can be made a direct, positive and provable charge to the productive center.

Fifth — Distributing to each productive center all other items of expense not included in the above, and these expenses must, with the direct expenses, include every item necessary to do business.

If you have the means of doing these and can take the totals of each productive center and divide the total sum by the number of productive (or chargeable) hours in each department, you have a cost system — if you can prove your figures. The kind of blanks on which you accumulate this information is of little moment, provided you get results.

A word of warning must be given here, though — it is not so easy as it looks to get all this; and yet, when done right and carried toward a conclusive point, it is as simple a proposition as can be found, provided the one who installs the system thoroughly understands his business and you implicitly follow out his instruction without question.

Here is one great trouble. There is not a clear understanding of what a system is, and consequently novices try to do "stunts" without a knowledge of the game. You can depend upon it that an experienced cost-system installer is going to give you the easiest-running and simplest, as well as practical, system he can, and will study your particular proposition with that end in view, provided he is not bound down to a set of rules that he dare not change for fear of being discharged.

This article is written once and for all to let the readers know where the editor of this department stands, and was inspired through the receipt of several sets of forms, each well enough in its way, but far from being a "cost system." They had some merit, perhaps, as a bunch of blanks, but could not in any way be classed as cost systems. To put the whole thing in plain English —

A cost system is a routine of exact calculations that tell and prove what it costs you to produce printing in your shop; nothing more and nothing less.

Printers' Troubles in the Long Ago.

We are too prone to think that the condition of the printing business is at its worst to-day, and that in the days of "yesterday" everything was lovely. When the printer "loses a job" now, he seems to get the idea that such a thing never occurred before, and forgets that probably a large part of his present business consists of jobs taken from some one else.

In the year 1870 — forty-two years ago — Oscar H. Harpel, of Cincinnati, published a volume of information

and specimens of printing for the "Apprentice, Journeyman, Amateur and Master Printer." Recently a copy fell into my hands. In the back part are several pages headed "General Business Management," and, much to my surprise, I found sentences, except for the rather quaint wording in vogue years ago, that sound as though spoken but yesterday at some cost congress. It seems almost impossible to think that to-day we are all shouting the same things Mr. Harpel wrote in the long ago — and always supposed we had been so cleverly original. For the benefit of those who think a new "doctrine" is being taught to-day, it would be well to read the following extracts taken from this wonderful book, and apply them to-day. They are just as true now as forty-two years ago — only we hope that in the next forty-two years conditions will have made more rapid improvement toward better business methods than in the past forty-two years. Here is what Mr. Harpel wrote in 1870:

Scarcely any other branch of skilled industry, involving as much capital and intelligence for its proper prosecution as the general printing business, has such contradictory and widely varying charges for its products. Proprietors of offices, and those who have them in charge, having, in a majority of cases, adopted no standard whereby to estimate labor, consumption of material, wear, waste, and other necessary expenses, seem to transact their affairs in this particular by a system of guesswork, or some other haphazard principle, which has caused the idea to exist in the minds of many persons who employ printers frequently, that the profits of the craft are so exorbitant that the smallest sum a piece of work can be had for (often without regard to quality, it is true) is ample remuneration for the amount of work done.

The foolish, not to say reckless, greed of incompetent parties, who will have business at any price or risk, is mainly accountable for the inadequate prices that rule for many kinds of printing; while those who can do better things, but have placed themselves in competition with the suicidal disposition to underbid — so rife among certain wretched printers — have the satisfaction, if such it is, of knowing they will be the real sufferers, *ad finem*.

That many persons engaged in printing are fairly intentioned, but culpably ignorant concerning the true value of their own work — laboring on industriously for years with little or no advance in their worldly circumstances — is literally true. Undecisive of character, although possibly capable as workmen, they underrate themselves, and constantly yield to the representations of interested parties, who make it their business to get the most labor for the least money, and who have, by a practice of "getting bids," made printing almost a beggarly vocation in many quarters; besides which, the too ready disposition to reduce the prices of work, etc., below, rather than increase them up to, a fair valuation, seems to become, as time progresses, more and more the rule among printers themselves.

And all this was written in the year 1870!

The Old Business Man and the New.

Not long ago a cost-system printer was talking to a customer, who remarked that the printers in general seemed to be raising their prices.

"I have several printers do my work," the man said, "and each is raising here and there. Is there a trust, or what?"

"There is no thought of a trust," answered the printer, "but we are finding out that we have not been making the money we ought to and our cost system tells the story; besides the printers' organization is constantly helping printers to gain a knowledge of values and better business methods."

"I am not complaining," the customer said, "and I am glad the printers know what their work costs. I have heard of your organization, and believe you are working on the right lines — education as to good business methods; not throttling legitimate competition. Not long ago," he continued, "one of the old-time printers came to me and said he was very sorry to ask the price he did on a piece of work. 'Why?' I asked. 'Well,' the old man said, 'my sons insist that my prices are too low, and that I must ask this price. I don't want to do it, but the boys are helping me out, and I really can't help it, but think they are wrong.' 'My dear friend,' I said, 'I have known you for years, and always thought your prices low, and believe your sons are going to be good business men. They must be studying costs.' 'Yes,' the old man said, 'I hear so much about costs and costs and costs I am tired of it all. The old way was much better, and you didn't have so much explaining and talking. The customers all liked you, and no trouble; now they don't like it so well.'"

"There are many such printers," said the cost-system printer, "and they appear to want to run in the rut. The young men seem to be waking up, and they are going to be business men."

"Well," said the buyer of printing, "I hope so, as the printers need to be. As one man I don't object to paying a right price if I am sure the printer knows he is charging correctly."

Little by little the average business man is beginning to understand there is something happening in the printing world — that the printer is standing on firm ground and is building for the future on the rock of correct prices and good business methods.

Election Year.

The indications are that this is going to be a great year for politics, and the many candidates will rush into print to reach the "dear peepul." The enormous amount of white paper that will be used to further the schemes of the deliverers of the nation will be something tremendous, and many the pound of good black ink — and some red and blue, too — used to carry the message that the nation must be saved, and as to who is ready and willing to do the heroic job of saving.

The presses will be burdened with the work, and the columns of the press will be filled with political announcements and the more or less handsome features of the rescuers of the nation, from constable to president.

In no sense of the word can this sort of work be figured otherwise than transient, and should be charged for at the top-notch prices. Many times good steady work has to be delayed while a lot of this campaign stuff is printed, and the whole shop set in a turmoil while the work is in progress. It is a class of work that is here to-day and gone to-morrow, and always gotten out from a selfish point of view.

With these circumstances staring the printer in the face, he should not be backward in charging a price that is profitable.

Not only that, but collect for the account very closely. Don't wait until election day, or after election. Take your bill when the work is done, and see that it is O. K.'d and delivered to the treasurer of the committee immediately, and make him understand you want the money at once. Funds have a strange way of giving out on election day — so get your money first.

The country printer should always demand cash in advance of running any political announcement, and about double regular rates, as it is not regular advertising, and is trespassing upon your readers and regular advertisers. A minimum of $10 should be charged, and not less than $15 if a cut is used. This is for the smallest paper. Larger papers should of course ask a great deal more.

This is not graft, but legitimate business. The politicians can not in any way be classed as regular advertisers, and should not expect as low prices as others.

Another thing is, don't, for goodness' sake, make "a specialty" of printing candidates' cards at "low prices."

They are no more entitled to low prices than the doctor or lawyer, or the shoe-shining parlor, or any other business. These men are producers, and are charged a price for printing that is fair, and they have a right to kick if some cheap, office-seeking politician has his face put on a business-card and printed at about half the usual price.

There is no sense in doing this, but every argument in the world against doing it. One town seems to have a mania for this class of work, and the printers break their necks trying to get it, and then work night and day doing it. They always imagine they are going to make a fortune doing the work "four-on," yet at the end of the campaign have the same old struggle to pay their bills.

The printers have seemed in the past to have done most of the "saving" of the nation. Isn't it time to do a little of the "saving" for themselves?

Only Too True.

The country printer has always had before him the great bugaboo of the "city printer." He has been so long scared out of his wits over this horrible specter, that it sounds rather queer to hear of a city printer being scared of the country printer. A correspondent assuming the name of "Linotyper," and dating the letter from New York city, has a tale of woe to tell in one of the trade journals that is particularly interesting. Listen to his story:

What is there to be done (and something ought to be done swiftly and energetically) to prevent the continuous and ruinous price-cutting done regularly all over the East by people who run country newspapers and go into our big cities after contracts for straight matter which they take at starvation prices?

How is the man who means to stay in business and to succeed going to protect himself against these near-printers, who seem to think that if their newspapers bring them any profit through their advertising columns, they could afford to run their machines at a loss?

I have read some time ago that there are some wide-awake paper jobbers in New York who would not extend credit to printers without a cost system. Would it not then seem advisable that the people who sell linotype machines should likewise insist that the man who installs a machine should make himself acquainted with the fact that no matter how smart he may be he could not sell straight matter at 25 cents and prosper?

My, my, but that city fellow has seen dreadful things, hasn't he? He is right up in the air, and pulling his hair. And the beauty of his ravings is that they are true — every blessed word he has said.

The fault back of all this was the early literature sent out to sell the linotype machines. It was in the glorious old days of the "near figures" advertising man who could not sell a necessity (for such typesetting machines really are) without the old argument, "You can do it cheaper, and beat the other fellow." That lasted for quite a while, and many tried it, not only for the "other fellow," but for other owners of machines.

These "near cost" figures, made in the office of some advertising "expert" instead of from practical results and actual cost of operation, have been the one big curse of the entire printing business, and should be stopped at once. No one should believe in any figures of cost of operation, except from a well-run and authentic cost system.

But that wasn't what I started out to write about.

What I want to say is the country printer is the bugaboo of the city printer, and vice versa. There is a need of better understanding as to costs, from the side of the friend of both classes of printers, and not from the dealer or machine man. That is in part what this department is for.

It takes the printer's side. Its aim is better business methods, correct costs, and selling at a profitable price.

As was stated in these columns a short time ago, machine composition can not be sold at less than 40 cents per thousand ems, of the most favorable matter.

If you did not pay one cent for labor, and worked the machine twelve hours a day, it would cost you 25 cents a thousand, or very close to that figure.

That is what I want to drive into the mind of every owner of a typesetting machine in the country — big or little. It is the history of every cost system installed and of every actual record obtainable. There never has been a lower cost, and the average is a great deal higher.

Any salesman, any owner of a machine, or any other person who says otherwise, does not know the actual facts of cost, and is deluding himself and others. It is time this truth were driven home for keeps.

It is just as easy universally to ask 40 cents as to have a price of 25 cents — which seems to be the case — and there is a great deal more common sense in doing it.

Mr. "Linotyper's" remarks to the seller of the machines should be taken to heart, and some of its "near" salesmen told to sell machines for other purposes than "cutting the price." There is a larger market for machinery than that bounded by the cry for cheaper products.

PREPARED.

"I fear you are losing interest in the cause."

"Why?"

"I see you constantly with a young man."

"No danger," declared the militant suffragette.

"Then he is not your beau?"

"No; he's a professional bondsman." — *Kansas City Journal.*



Seed Corn.

Photograph by R. R. Sallows, Goderich, Canada.

Written for THE INLAND PRINTER.

OLD BILL ON THE "COST SYSTEM."

BY A. J. CLARK.

OLD BILL returned from his lunch with so much good nature emanating from his usually saturnine countenance, that he became a target of flippant remarks from several of his fellow workers, to the effect that perhaps he had found a new style of booze.

With the mysterious air of a man with a profound secret, Bill preserved absolute silence the while he hung up his coat and draped his ample form in his long apron, and then: "Nix," he said; "there ain't no new booze for a mug that's seen fifty long summers, and innumerable bad winters. Young guys of twenty mebbe gets a shot of somethin' once in a while that makes a noise like a new discovery. But me — I invented a lot of drinks that they don't put in the dictionary no more.



"Takin' a farewell look at its bareness."

"What I'm grinnin' about is the Christmas dope that agitates the populace about that time. I see the Old Man sneakin' some small packages into his desk with red string and holly onto them, and the typewriter girl measurin' her finger and holdin' it up, apparently takin' a long farewell look at its bareness before the roughneck that runs with her buys a spark for Christmas; and away back I'm thinkin' about Old Man Byers.

"Old Byers — he's a Dutch bookbinder, and he works for the stingy guy I'm tellin' you about before. You know this Boss; he's like Dickens' 'Scrooge,' and he don't never give up nothin'. The nearest he ever comes to bein' generous is when we get a bad spell of weather, and he points out to his employees how lucky they are to have a warm place to work in. That's his gift to humanity — a warm shop to work in — and its warm only because the presses won't work if it's cold.

"Well, Old Man Byers, he's worked here for a long time — ten years mebbe — and he notices how the Boss is kind-a peaked in dispensin' favors. So whenever it comes along a holiday, like Thanksgivin', St. Patrick's Day, or Christmas, he cuts out some paper turkeys, and solemnly, and with exceedin' éclat, he presents one to each of the employees with the Boss's compliments, so *'Ther Alte Man gibt dir ein grose turkey fur weinacht'* — and then Byers takes himself a pinch of snuff and laughs. Lord! how he laughs, and what a good time he used to make for himself, and believe me, instead of creatin' bitterness, them paper turkeys brought into that shop the only spirit of Santa Claus or Christmas that ever showed there, and we got a lot of fun that we would have missed otherwise.

"Those old men are dead a long time now — the Boss and the Bookbinder — and probably they wasn't so extreme in their peculiarities as they seem after all these years, but I'm tellin' you, Byers was some binder! When he sends a book to the wrappers' bench, she was some ornament, believe me. I'll bet there's lots of twenty-year-old blank-books stuck away in Chicago bank vaults that a nowadays book-lover would go nutty over."

There was a far-away look in Bill's eyes as he continued:

"They wasn't no cost systems them days, and a feller built largely for the satisfaction he got out of rubberin' the result of his work, and he didn't have to keep cases on himself. The binder would ease up in the middle of the afternoon, back away from his bench, take a shot of snuff, and spend a while feastin' his eyes on what he had done. The pressroom was happy when clean stuff was grindin' out, and the compositors was always comin' over for a sample sheet to keep amongst their treasures. We were there ten hours, but I don't believe we worked eight each day, and we were young! — believe me, we were some young!

"There was a time," Bill continued, after he had successfully patched a broken cigar with a piece of make-ready tissue, "when it hurt me to turn out a rotten job. I used to lie awake nights worryin' about roller diameters, press adjustments and color-schemes. Now I'm stingy about make-ready, and don't never put on a patch if I can get out of it, and often I hesitate to look at my stuff, for fear I'll see somethin' that needs fixin'."

"I dunno," said Sykes, "if our best efforts ever pay. This color harmony and artistic-balance dope don't seem to ride well with the load of junk the ordinary print-shop dub must carry in his curracilum."

"Whatever that is," suggests Bill.

"I was goin' to say," continued Sykes, "before the puddler broke in, that in this day of close competition, where every print-shop employee, from the errand boy to the typewriter lady, must keep cases on themselves, and where time is the essence of every contract, there ain't much encouragement for any workman to set the same line twice, if the proof will pass — especially when the office figures that six bits ought to be the limit of cost for settin' any letterhead or business-card. And so a lot of bum work goes out,



"Ther Alte Man gibt dir ein grose turkey fur weinacht."

not because of any disability of the workman, but because he don't dare take the time to build any classical stuff. This applies with much force to some of your so-called art work. [This directed at Bill.] You run red on a job where blue would look better, simply because you have it on the press and it costs money to wash up."

"I don't know," remarked the quiet "New Man" who is lately from the extreme East, "but it seems to me that I have met up with several art shops, and it's a surprising thing that good printing goes through with about the same speed as the bum kind. The same amount of composition, same paper, same ink and same [well directed] time in make-ready brings forth good stuff at the same cost as the

poor kind. I guess it's only a matter of habit, this pounding out rotten printing. I see them, in one of these pot-boiler shops, slap stuff together any old way, and then spend slathers of time making it lift, making it stay on its feet, making it register, smut-sheeting it, and finally more time forcing the customer to smile when he really needed a good cry."

"Sure," said Bill. "That's what I'm referrin' to when I speaks about bein' young. We had all that contrast, and harmony, and artistic-balance dope so it would follow us like a dog; color has to be born into you. Everybody can't learn it any more than they can learn to play the fiddle. They get so they can make a noise, but always they squeak, and while the inharmonious-music mug hurts only the ear, the color-blind pressman puts the kibosh on everything he touches, and incidentally spoils a lot of stock. And so in the natural sequence of events, as the guy says, we come to the typesticker. If he ain't got any color harmony in his head, he can't print no more'n a rabbit, and when he sticks together a bunch of junk that fights from the time it goes into the stick, how is any mere ink-puddler goin' to make any harmony by paintin' it red and yellow and violet? I knowed a printer once — and they's a few more that I always associate in my mind with Raphael and Paderwiski — who could set a four-line card so you'd take it home and go nutty over it, and he'd set it with the same type that you fellows turn into a dog-fight. Now I'm thinkin'," said Bill, as he lit the remains of his broken cigar, "that ought to hold you for a while."

"We are much chastened in spirit," said the quiet New Man, "and I readily see that you and I are going to get along famously. Who knows — perhaps we might revive the artistic spirit in this blooming burg! It's a sure thing that there are many earnest quiet men engaged in our business, who, as Bill aptly remarked, crowd Raphael and Paderwiski mighty close, and if ever a bum job leaves their hands they cry over it. When they accomplish something especially good, they are proud and happy, even though it profits them nothing in dollars and cents. They build, these men, for the glory of building, and many of



"These earnest souls."

them, long after their ashes are laid away, will be remembered for what they have done, and it's plenty monument for any man — that he was a good printer."

"Cut the bunk, cut the bunk," broke in Sykes, who has failed in half a dozen ventures as proprietor of a dinky shop, and who cares little for the esthetic side of his trade. "Did you mugs see anything in the report of the recent cost congress about art? Nixy, you didn't. And me — I'm traveling a lot and always they's a National Anthem tacked over the door of every print-shop that reads, 'Hike Brother, Hike! How much type can you set? Slap it up! Shove up your press a notch — this has to be finished to-day. How many impressions on No. 4 to-day? Not enough. Shake up the pressroom — they're getting slow. Ink 35 cents a pound? Too much — we've got to get it for 20 cents.' And so it goes. Away back as far as I can remember, it was the same always — there was a minor-keyed tom-tom somewhere in every shop that cried 'Poverty,' so that if ever a fellow got a raise in wages he felt like he was robbing some widow. I know lots of these 'earnest souls' who build for glory; generally they're young men who don't know any better, and always they build on their own time. The artist guy — he plugs all day on commercial stuff that must show a profit at 75 cents an hour, and when



"Playin' with his babies."

he ought to be playing with his babies at home he's burning his own lights making this Raphael stuff. Printing is just the same everywhere. These earnest souls are borrowing the key from the boss and plugging nights and Sundays, trying to create a full-page advertisement or a cover-page that brings them honorable mention, but which ought to have been set different. If a man sets a real good job during working hours, takes his time as he ought, squares it up, balances it, throws in an ornament here and changes one there, and finally justifies it right, a loud and insistent yell comes from the front office to please 'kill the rule-twister.' They concede that it's a mighty fine job, but they wrinkle their nose and point out, with considerable irony, how they get nine dollars for the job while there's twelve dollars' shop cost."

"That's fine encouragement you're givin' the kids," said Bill.

"It won't hurt them a bit," answered Sykes. "Nobody pays any attention to what old stiffs like you and me say."

"Time!" yelled the chapel foreman. And every one was busy again.

NATIONALITY OF ELECTRIC TERMS.

We are indebted to the *Scientific American* for the knowledge of how world-wide has been the development of electricity since its use was first discovered. In an article on Francis Bacon Crocker, director of the Crocker-Wheeler Company, this publication points out the nationality of the various units of measurement of electric current. The ampere, which is the unit of volume, is French, taken from the name of Andre Marie Ampere, who founded the science of electrodynamics. The volt, which is the unit of the pressure which causes the current to flow, is Italian. The watt, which is the unit of energy, and the product of the volt and ampere, is English. The ohm, which is the measure of resistance, is characteristically German. The United States boasts only one electric term so far — the henry — which is the unit of self-induction.

Productive Efficiency

BY R. T. PORTE.

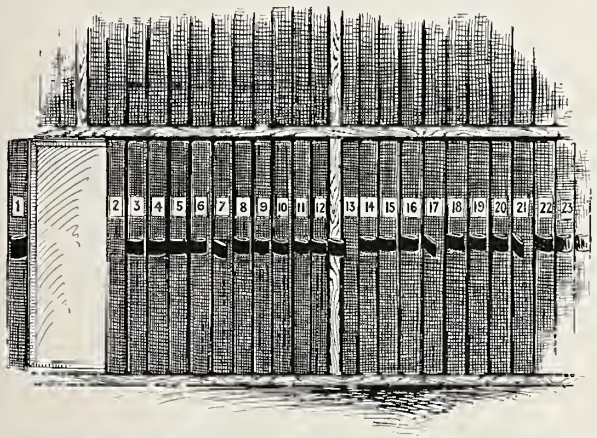
Vertical Filing System for Cuts and Type.*

No problem of a printing or business office is harder to solve than the storage of cuts used in printing. There have been innumerable plans published, and several printing-houses have made expensive cabinets, all to assist in the easy storing and quick method of finding cuts held for storage or owned by the office.

The great waste of time in hunting for cuts, the disputes over cuts claimed by customers to be in the possession of the printer, who says he hasn't them, all make the average man wish cuts of all kinds were never invented.

Some genius a few years ago discovered that the best way to file letters and all papers was the vertical way. Each correspondent had a separate folder, and all letters and replies were filed in this folder. The saving in time of this method, to say nothing of completeness and accuracy, over the old box file was wonderful, and there are few well-run business houses which do not have the vertical system of letter-filing.

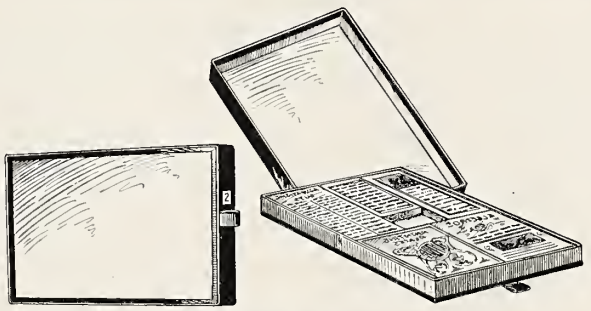
One of the bright business men who had the vertical letter file, after going through all the throes and distresses incident to storing cuts, thought of his letter file, and decided to plan a vertical file for his cuts.



Shelving, showing the storage boxes, method of labeling and compactness.

After considerable study, he had a hundred pasteboard boxes made, 10 by 15 inches, and a trifle over type-high — about one inch — with a telescope cover, or rather the cover fitted completely over the box, making it doubly strong. Extra-weight board was used, and the boxes cost about 15 cents each, or $15 a hundred. He found that these fitted nicely in a 17-inch filing section, and one section would hold thirty-one of the boxes, and he ordered three of these, without the glass door, costing about $5 each. Measuring the square-inch space in the average electrotype cabinet with the square-inch space of his boxes, he found the amount double, and the cost of a unit nearly one-quarter less, besides many advantages which he afterward discovered.

Proofs of all the cuts were printed on sheets of paper 8½ by 11, and the name of each cut and number of the box which held it were written on the proofsheet. Space was



Storage box, showing pulls, and how cuts are arranged.

left to record date cut was received, when sent out, and date returned. He then took a section of his letter file, and filed all these proofs in regular letter folders, according to subjects or catalogue. After a while he took the additional trouble to have extra proofs pulled on the same size sheets and filed in post binders according to box numbers. This was found a great convenience also.

One day a printer came into the office and saw the file and asked what it was, and when told he became impressed that here was one solution of a troublesome problem with him. He knew that cuts lying on the side would be less liable to warp than if lying flat, and that they would be better protected from dust. Convenience in handling was also an important consideration.

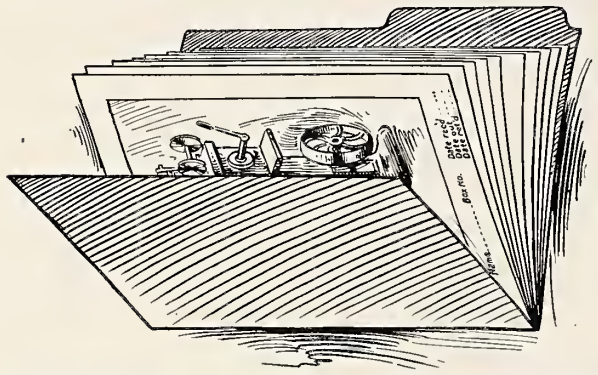
He immediately had one of the blank walls of his shop cleared and hired a carpenter to erect a series of shelves 10 inches apart and 15 inches deep, and with partitions every 16 inches. He then ordered a thousand boxes made of good strong board, with a "pull" on the bottom of the box. The top he had covered with black leatherette paper, and a slot on the side to hold a label. These boxes cost him 12½ cents each, and the lumber and labor for the shelves were surprisingly cheap.

Proofs of all the cuts in the office were pulled and then assorted into three piles, after careful checking. All proofs of cuts belonging to customers were put in one pile; proofs of cuts paid for by the customer, but belonging to the printer because of the necessity of doing the job with electros, were put in another pile, and all proofs of stock cuts, ornaments and specials belonging to and paid for by the printer were put in the last. The proofs were all pulled on sheets 8½ by 11, which size was found large enough for the majority of the cuts, and where the cuts were larger the main portion was printed on the sheet.

All the cuts belonging to customers were again printed

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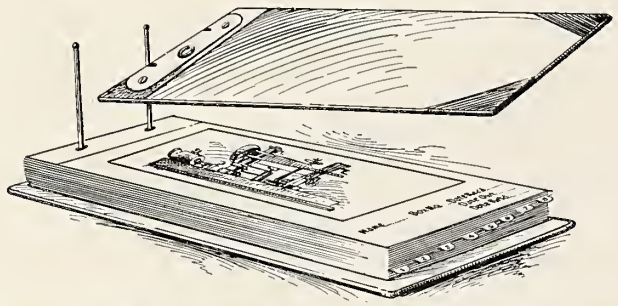
on pink proofsheets; the second pile on yellow sheets, and the third pile left as they were on the white sheets. With this arrangement it was easy to tell whom the cut belonged to, and future proofs were pulled on the color paper showing its class. The vertical letter-file system was used in filing the proofs, and done either by customer or subject.



Vertical proof file, which can be used in regular file case, and classified either by customers or subjects, with full information as to place of filing. Different colors of paper denote ownership.

Out of one of the worst jumbles and musses imaginable grew order, and the office presented such a new and neat appearance that the result was startling.

The idea of storing cuts in this manner proved such a success, type-pages held for reprinting were tried in the same manner. The pages were securely tied with strong paging cord, and placed in the boxes. When it came to reprinting a job, it was found a man could locate the type,



Loose-leaf file in post binders, showing contents of each box. Tabs indicate the number of the box where the cuts are stored.

and, if eight or more pages, could take all the boxes down and carry them to the stone without the least danger of "pieing" or damaging the type.

The boxes containing type were made slightly different, in that the end of the bottom box was not bound to the side, and would lay down level with the bottom, and the entire matter slid safely onto the stone. An extra sheet of good grade pressboard was put on the bottom to help in sliding the type to the stone.

After a trial of this method of filing cuts and type the following points were found in its favor:

First — Cheapness. It costs less than one-half as much as any other method.

Second — Space-saving. Double the number of cuts can be stored in this way in the same square foot of space.

Third — Accessibility. Each cut can be found easier than by the old method, without pulling out heavy drawers and liability of them going to pieces.

Fourth — Correct indexing. Each proof shows exactly where the cut is. As a cut is put away, the proof is marked with the number of the box and sent to the office for filing. It can be found in an instant by reference to the files. In the case of stock cuts, etc., extra files in post binders, or other method, can be used for the convenience of foremen.

Fifth — Cleanliness. The cuts are protected from dust and dirt, and not open in any way to the elements.

Sixth — Easy filing. The method of filing cuts being so easy, cuts are not left lying around the shop.

Seventh — Safety. It is almost impossible to damage a cut by this system, as it stands on its side and is well protected both front and back.

Eighth — Elasticity. This system can grow as the needs grow. A few boxes can be ordered at first, and added to from time to time as occasion requires.

This latter item is a big factor, and the greatest item of all. Other advantages might be enumerated, but enough has been given to prove that it is the most efficient method advanced so far for the filing of cuts and type.

Producing Efficiency.

There is one firm in the good old Lone Star State that has gotten hold of the right idea, and has devised a merit system that is sure to be a success. The Exline-Reimers Company, of Fort Worth, Texas, issues a "house organ," meant mostly for its two hundred or more employees, and the first number has come to the writer's desk. It is certainly filled with sledge-hammer and red-blood stuff — not the silly, slop-dashed rot so many of such papers contain when some one tries to be funny without sense. If only space would permit, fully one-half of the paper would be printed, but as that is impossible two short extracts are here given.

The first is along the line of rewards for extra efficiency, and, the idea being practical and good, is given below:

PRIZES FOR SUGGESTIONS.

To stimulate the individual interest of every employee in his or her work, the Exline-Reimers Company will pay a prize of $1 cash for each and any suggestion made for improving the method of handling any kind of work in its plant, reducing the time of handling any such work, or turning out an improved product, providing only such suggestion is found available for use. If you have an idea for increasing your own efficiency or the efficiency of your department, write it on a slip of paper and put the slip in the "Suggestion Box." The list of prize-winning suggestions and their contributors will be published monthly in the *X———Reminder*.

But Productive Efficiency does not stop at the workroom. The selling end is just as capable of improvement and being made more efficient, so the following is printed, showing that the same spirit is necessary in the entire establishment. Would that more could look upon the matter in this light:

TALK EXLINE-REIMERS COMPANY.

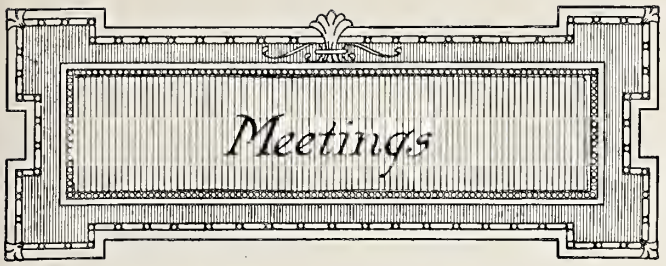
Talk Exline-Reimers Company. If you can't make people believe you are working for the best firm in the business, something is wrong.

The world isn't worrying very much whether you are the best salesman on the map, or the best workman in your department, or whether you've forgotten more about your particular trade than any one else has ever learned.

But the world does love a cheerful booster.

The philosophy of this is not the benefit which may accrue to the company from the good words you may have to speak for it, so much as it is in the increase of your own self-respect, the satisfaction in working for a firm to which you are loyal, and the habit of optimism which will make difficult tasks seem easier.

And, if a suggestion might be added, why not the president of the company, the secretary, directors and all the officers boost for the company — tell what great men and women they have working for them — the cleanest, smartest and most efficient bunch in the country? If they can not say that, then there is something wrong, too. Boost, but boost for all, from the smallest to the largest. Nothing will produce higher efficiency.



Scheduled Cost Congresses and Conventions.

Second Ohio Cost Congress — Cincinnati, October 4-5.

Western Pennsylvania Cost Congress — Date not fixed.

International Typographical Union — Annual convention, Cleveland, Ohio, August 12-17.

Western Slope Editorial and Cost Congress — Grand Junction, Colorado. Date not fixed.

International Photoengravers' Union — Annual convention, Denver, Colorado, August 19-24.

Canadian Printers' Cost Convention — Second annual meeting, Montreal, October 24 and 25.

National Association of Steel and Copper Plate Engravers — Philadelphia, July 16, 17 and 18.

United Typothetæ of America — Annual convention and cost congress, Chicago, September 3 to 6.

Indiana State Conference of Typographical Unions — Semiannual meeting, Muncie, Indiana, July 21.

Northwestern Typographical Conference [Typographical Union] — Meetings held in January. Philo Howard, secretary-treasurer, Box 116, Seattle, Washington.

Printers' League of America — Pending developments toward the formation of one national body throughout the country, this organization is practically in *statu quo*, with no definite date for meeting. The New York branch meets the first Wednesday of each third month, with an annual meeting in November.

Pittsburgh's Progress in Price-making.

The Pittsburgh Typothetæ has adopted a selling price-list for commercial printing, which is a great help to the membership. It thinks there is no reason in the world why the prices of such printing as letter-heads, envelopes and the like should not be as staple as the price of sugar, and the organized printers of Pittsburgh propose to make them so. The list also includes minimum-hour rates to be used on work which can not be included in a price-list, and simple rules for estimating, which, if followed, should do much to standardize estimates and increase profits.

This Typothetæ also holds weekly estimating sessions to which every printer in the Pittsburgh district is invited. The meetings are held at 7:30 P.M. every Thursday, at room 412 Machesney building. Those not members of the Typothetæ are welcome to take part in the sessions. There is no expense, the sole object of the meetings being to make all more familiar with the cost of producing printing, and with the most economical methods of production. That great progress is being made is proven by the fact that at the last session estimates on three thousand pamphlets of thirty-two pages and cover varied less than ten per cent, while at the first session there was a difference of more than two hundred and sixty per cent in the estimates made on a job of ordinary mailing-cards which actually sold for $15.

It is planned to hold a general cost conference of the printers of the Pittsburgh district in the near future. The last meeting of the kind was held in February, at which about one hundred and seventy-five printers were present. The members of the Pittsburgh Typothetæ feel sure that an equally large crowd can be brought together during July or early in August. The Pittsburghers are gratified with the improvement being shown as a result of the system-installing campaign conducted by General Secretary A. E. Davis, who is assisted by W. E. Baker.

Calendarmakers Meet.

On May 21 lithographers from nearly every State assembled at Philadelphia to attend the eighth annual convention of the Art Calendar Publishers' Association. Walter Clothier of the Ketterlinus Company presided at the business meetings and the banquet, at which former Speaker Cannon and Senators Smoot, Gore and Needham were included among the speakers. In connection with the convention there was an exhibition of calendars, postal cards and other products of the leading lithographic houses.

East Tennessee Printers' Cost Congress.

The trade in east Tennessee was well represented at the cost congress held at Knoxville on June 4. The fact that the meeting represented only printers from the eastern part of the State is due to the decision to divide the State into three sections, organizing cost congresses in each, so that every craftsman could be reached and induced to come into the gathering. T. R. Asa, of Chattanooga, was elected chairman of the meeting, and Leonard Jones, of Knoxville, was made secretary.

Among the principal speakers at the convention was R. T. Porte, contributing editor of THE INLAND PRINTER and secretary of the Cincinnati Ben Franklin Club. Mr. Porte related his early experiences in a country printing-office, and how he discovered the cause of his poverty. He had been doing plenty of business, but did not know the profitable jobs and failed to charge the proper amount to make the profits where they should have been realized. He urged every country printer to install a cost system.

There were other able speakers on the program, including W. B. Thompson, C. F. Pennebaker and W. V. Turley, of Chattanooga; James A. Trent, of Knoxville; W. M. Featherly, of Harriman, and T. M. Preston, of Bristol.

The congress was made permanent and will convene yearly.

"Looking for Printers."

Under the above title the employing printers of Dallas sent out a unique invitation to their fellow craftsmen to attend the convention of Associated Advertising Clubs of America, held in that city on May 20. In part it follows:

The printer didn't come! If you're looking for a printer — some of you big employing printers know how it used to be — and you wake to a realization of the fact that he's not coming, you know just what it means.

Just what it means!

You're not the sort of printers we had in those days, but that won't change the feeling if you don't come on May 20.

Think what it means when the printer don't come! As you approach the 2 by 4 print-shop you hear no clatter. No smoke ascends from the tin stovepipe chimney. You smell no perfume of benzin and printers' ink and clean, white ready-print.

Gosh! You break into a run. With trembling fingers you throw open the door. The printer hasn't come!

Upon the floor lies a pint bottle that once held Queen of Sour Mash. Also a half-pint bottle that once held Red Clover Rye. Also another half-pint bottle, the label of which shows that it had once held Genuine Apple Jack, and about which still clings a faint aroma of aquafortis!

The printer hasn't come!

Unbroken is the package of ready-print pages. Unsmashed the box of plate (C. O. D. for $8.81). The rollers are gummy and the uncovered ink is full of flies. And the day is here — the day of days.

A half-filled stick lies on the deserted case, and before it stands the lead-pencil-written report of a wedding that took place in Jimtown two weeks before, and signed by "Carmen," whose real name is Mary Louisa Squiggs.

And the printer hasn't come!

Think of this, ye employing printers — think what it means to expect not one, but many printers, and not have them come.

And make up your mind not to fail us on May 20, for that is the day, and if you don't come we both lose.

Ben Franklin Club of America in Session.

As we close our forms for this issue of THE INLAND PRINTER the Ben Franklin Club of America is assembling its first annual convention, at Cleveland, Ohio. The sessions will continue for three days — June 20, 22 and 23 —



William J. ("Fighting Bill") Hartman, President of the Ben Franklin Club of America.

and will undoubtedly be the means of adding new impetus to the now world-wide movement among printers to bring about a scientific yet simple method of ascertaining their costs of production.

"Fighting Bill" Hartman, whose picture is shown herewith, together with that of Secretary Henry Allen, has attained a unique position in the printers' cost-finding campaign, and as president of the Ben Franklin Club of America he is wielding an effective influence in the rejuvenation of the trade from a business-method standpoint.

A full report of the convention will appear in THE INLAND PRINTER for August.

Convention of Steel and Copper Plate Engravers.

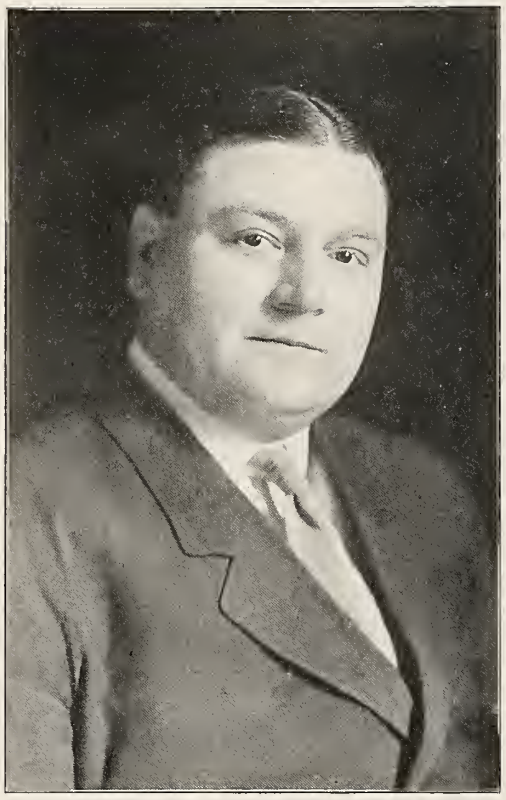
July 16, 17 and 18 are the dates on which the National Association of Steel and Copper Plate Engravers is to hold its second annual convention, at Philadelphia. J. Lafferty, of Philadelphia, is chairman of the Ways and Means Committee, which fact in itself goes a long way toward assuring the success of the meeting.

One of the features of the convention will be an address by Robert S. Denham on "The Advantage of Knowing the Cost of Each Order." This will be delivered on the first day of the convention, and in a measure will sound the key-note of the meeting. During the past year or two Mr. Denham has installed his system in a number of engraving houses and has an intimate acquaintance with the details of the engraving business. All delegates are urged to be in attendance early, so that they may hear what Mr. Denham has to say.

An attractive feature of the entertainment program will be an excursion to Atlantic City.

Maryland Congress Made Permanent.

Over two hundred employing printers attended the Maryland Printers' State Cost Congress, held at Baltimore on May 23 and 24. The convention was called to order by Martin J. Kohn. Among the speakers were J. E. Wade, Haverhill, Mass.; Franklin W. Heath, secretary of the United Typothetæ of America, Chicago, Ill.; Eugene L. Graves, Norfolk, Va.; John Clyde Oswald, editor of the *American Printer*, New York city; Joseph Brennan, Philadelphia, Pa.; Charles S. Conner, Herman Gamse, Daniel E. Derr and Charles H. Evans, of Baltimore. A permanent conference committee was appointed at the close of the convention, consisting of the following well-known Maryland printers: Martin J. Kohn, of Baltimore (chairman), Daniel E. Derr, William H. Richards and Gilbert Michael, of Baltimore; William J. Eynon, of Washington, D. C.; Col. John N. Avirett, of Cumberland; J. F. Ridenour, of Hagerstown; George Mather, of Westminster; R. Watson Webb, of Cambridge; O. J. Stonesifer, of Union Bridge; C. Babbott, of Annapolis; Harold Scarborough, of Towson; Col. W. Powell, of Ellicott City; C. D. Melvin, Pocomoke City, and R. N. Collins, Chestertown.



Henry Allen, the Strenuous Secretary of the Ben Franklin Club of America.

It was the unanimous opinion of the Maryland printers that the cost system is to be the guiding star of the printing trades, and the delegates pledged themselves to use every endeavor to persuade their fellow craftsmen to install cost systems in their plants.

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Rapid and Good Ad.-composition.

Comments in recent issues of THE INLAND PRINTER on the amount of time consumed in setting various ads. reproduced has awakened considerable interest in rapid ad.-composition. The specimens which have been shown in the past, and others which are reproduced this month, indicate that fast work does not interfere with quality. It takes a


HAVE YOU

REAL ESTATE

FOR SALE

?

Homeseekers ask us for Copies of The Leader-News

Those who become attracted to the Uvalde country through any agency frequently subscribe for this newspaper for six months or a year and a large percentage of them write for sample copies. They want an index to development, crop prospects and local progress. Some of them expressly say they want to see the real estate advertisements, or to get the names of live agents. This creates

Your Opportunity

Advertise your property in your local newspaper. It reaches the livest prospects there are and will bring you results. Mail copies of it to your correspondents, marking your advertisement. It is all good Uvalde literature, and the Leader-News itself, in size, appearance and contents, is as good an advertisement of Uvalde as you can get. Use it.

THE UVALDE LEADER-NEWS

No. 1.—Full-page ad. set by W. Dickson, of the Uvalde (Tex.) *Leader-News*, in a fraction over two hours.

man who thoroughly understands the relative qualities of display, and who has demonstrated his ability to set good ads., to get up an ad. in a comparatively short time. There are shown herewith three full-page ads. (Nos. 1, 2, 3.) The first two of these were set by W. Dickson, of the Uvalde (Tex.) *Leader-News*, No. 1 in two hours and No. 2 in a little over five hours. Both of these are well balanced, and the time consumed would indicate that very little of it was used studying the layout. No. 3 was set by Alfred Steinman, of the Modesto (Cal.) *Herald*, in one hour and five minutes, and is another good specimen. The kind of copy furnished has much to do with the amount of time necessary to set an ad., and neither of these compositors gives particulars regarding this point. Sometimes it requires more time to lay out an ad. than it does to set it, particularly where it is necessary to use panels of various sizes to produce the best effect. Roy Campbell, of the Hutchinson (Kan.) *Gazette*, sends two ads. (Nos. 4, 5), and asks how much time should be consumed in setting each and which is the better ad., but here again the character of the copy is not mentioned. There is more copy to No. 5 than to No. 4, but the more difficult panel and price arrangements in the latter would probably make the time consumed about equal. With fairly good copy the ordinary compositor would require from seven to nine hours, setting all the body type by hand. No. 5 is the better ad., as the rules in the


CLEARANCE SALE

Don't miss a word. Every quotation means a saving of dollars and cents to you. It doesn't make any difference how many sales you have attended in the past, this great clearance sale eclipses them all

THE BIGGEST CLEARANCE SALE

Ever held in this county or in this part of the state. There are a number of reasons why we are conducting such a sale. It isn't necessary for us to give them all. What you are interested in is VALUES, and we simply say that. Everything mentioned on this page goes regardless of its value. On every hand you will find prices cut and slashed. We must reduce our stock. The prices we quote here are only samples of the reductions we are willing to make in order to reduce our stock.

DON'T WAIT!! DON'T DELAY!!

Every time you save a dollar you earn one. During this sale you will have an opportunity to save more money than you ever were able to save before in any other sale.

BIG SALE ENDS SATURDAY JUNE 1

Bargains in Laces

Fancy Figured Lawns

Ladies' Dress Skirts

1-2 Price

LADIES' WHITE MUSLIN UNDERWEAR

Special low prices range in the various style garments from . . . 25c up

Beautiful Ribbons

Fancy Dress Skirts

Ladies' Waists

Shoes for Men's, Ladies' and Childrens' Shoes

75c to $3.00

The best Embroidery Values Ever Shown in this Community

5c to $4.00

1-5 off

WHEN WE HAVE A SALE WE MAKE PRICES TO BRING PEOPLE

F. A. PIPER COMPANY

No. 2.—Full-page ad. set by W. Dickson, of the Uvalde (Tex.) *Leader-News*, in a fraction over five hours.

other are too heavy. Some ads. require a large amount of time in studying the best layout, particularly when there is such a large amount of copy as is shown in Nos. 6 and 7. These ads. were set in the office of S. Willens & Co., Chicago, and show what really attractive ads. can be produced even when there is an overabundance of copy and cuts. The starting of the body matter in one size of type and gradu-

ally reducing it is a custom which is coming into use to a considerable extent. It has the advantage of making it easy to start reading, and if the reader is interested he will be likely to continue to the end. A large number of other ads. were received for criticism, but many of these were rolled instead of being sent flat, as so often instructed in this department, and it is impossible to straighten them out sufficiently to make intelligent comparisons. A package of



No. 3.— Full-page ad. set by Alfred Steinman, of the Modesto (Cal.) *Herald*, in one hour and five minutes.

very nice ads. came through in fine shape from C. A. Merrill, of the *Franklin Journal*, Farmington, Maine. Every one of Mr. Merrill's ads. carries out the idea of having one prominent display line, with one or more other secondary display lines, the number depending on the size of the ad., and the balance of the ad. small. If these lines are properly selected and correctly placed, every ad. will be well balanced. These are the most important rules for an ad.-compositor, and with this foundation further details can be easily worked out. W. W. Dickerson, of the *Advocate Press*, Greensboro, North Carolina, sends a very neat ad., which is well balanced and correctly displayed, and I also have a copy of the *Livingston Times*, Springfield, Louisiana, with a request for criticism on the ad.-display. There is too much display in some of the smaller ads., and the use of all capitals for body matter is not a good plan.

Truthful Circulation Statements.

There is probably no more difficult problem confronting the newspapers to-day than the question of circulation statements. No publisher is wilfully dishonest when he states his circulation is higher than it really is — every one would gladly tell the truth if he only knew how he could do so without a loss of business. It is very easy for the publisher with the largest circulation in a city to give out his figures and offer to prove them in any way that an advertiser desires. But what is the other fellow to do who does not have the largest circulation? There was a time when he had, let us say, about 10,000. His competitor by some means or other, legitimate or otherwise, succeeded in boosting his circulation far beyond the 10,000 mark, and the publisher of the first paper saw the number of his subscribers gradually growing less. Perhaps to-day he has a circulation of about 6,500 or 7,000. In the meantime the second paper is issuing all kinds of sworn statements, showing 12,000. What is paper No. 1 to do? He has exhausted all of his own efforts, and he has paid trained circulation men big prices, but beyond a spasmodic increase from time to time the circulation remains about the same. In the meantime he has continued to claim 10,000 — in fact he has raised his figures slightly in his effort to keep up with his competitor, honestly believing that the efforts he was putting forward would bring his circulation up to the desired figure. He has maintained the volume of his advertising fairly well, and if he should come out and tell now just what his circulation is he must lose much of this advertising. As I said, no publisher is wilfully dishonest, but, confronted with a situation like this, there are hundreds of good men who grope for an excuse for stating that their circulations are greater than they really are. Advertisers are drawing the lines tighter and tighter all the time. National advertisers, in particular, are not only demanding absolute proof of the number of copies circulated, but they are asking for the details of distribution. This is not a spasmodic movement — it is growing all the time and it is extending more and more into the realm of newspapers. Publishers who get on an honest basis first, before they are compelled to do so by their advertisers, will stand a better chance of overcoming any loss they may fear. I think I am safe in asserting that there is not a newspaper publisher in the country who would not rather give a truthful statement of circulation, and who wishes he were in a position to do so right now. Some might qualify such a desire by saying, "If I were sure the other papers would tell the truth, too." As an example of what steps are being taken to ascertain exact circulations, let me describe what took place recently in Sacramento, California. The Retail Merchants' Association asked each local paper for permission to examine its circulation records, which was granted. The association then employed a San Francisco



No. 4.— Set by Roy Campbell, of the Hutchinson (Kan.) *Gazette*. How long did it take?

firm of certified public accountants, who ascertained from the records of each paper the number of copies claimed to be circulated, and verified these by paper and freight bills and postoffice and express receipts. In making their report the accountants give the circulation of each of the Sacramento papers on certain dates which were selected, and summarize as follows: The *Daily Bee*, 23,700; the *Bee*



No. 5.— Set by Roy Campbell, of the Hutchinson (Kan.) *Gazette*. Is it a better ad. than No. 4?

(Saturday), 25,500; the *Daily Union*, 10,000; the *Union* (Sunday), 11,200; the *Star*, 5,800. There is no intimation in this report that the circulation of any of these papers had not been truthfully stated previously, but the examination must have had the effect of clearing up any doubts that may have existed, and indicates that it is possible for three papers to continue to do business on an honest basis even when there is a great difference in the figures. Publishers who start right now to get their circulations and their statements to agree will avoid some very embarrassing situations in the future — perhaps the very near future. The very best way to do this is — *to do it*. Make any excuse you like for the reduction in your figures, but *get right*, and then you will have a lot more time to devote to thoughts on how to increase circulation instead of trying to devise means for justifying the false statements you have been making. You can say that you have revised your list, cutting off every subscriber who is not paid up to date, and that the result is a net circulation of 7,200, or whatever the actual circulation is, every one actually paid in advance. With this worry off your mind, start right in to devise means for increasing the number of subscribers, giving the public the actual figures from week to week and month to month. You won't lose as much advertising as you imagine. Suppose you even reduce your rate slightly. This honest policy will hold every old advertiser and draw many new ones. Explain to them that the reduction is sure to be only temporary; that you will soon have the subscribers that will command the old rate (all paid in advance, too); that contracts made now will be only good for one year, and the wise advertiser should come in now while the coming is good. Honesty in circulation statements is bound to be forced upon every publisher in the country very soon, and when it is it will be the best thing that could happen to each one of them, no matter whether he is telling the truth about his circulation now or not. When advertisers are convinced that publishers are telling the truth there will be more advertising, and higher rates will be paid for advertising. Publishers should not wait until they are forced to a change of base, but do it in advance and reap the benefits.



No. 6.— Attractive ad. composition from the office of S. Willens & Co., Chicago.

Helping the Sale of Advertised Goods.

Years ago publishers received letters from "foreign" advertisers, stating that if the paper would secure an order from some local house for a certain quantity of goods that the manufacturer would give the publisher an advertising order. Perhaps such letters are still being sent out, but I have not heard of them lately. Some publishers would make an effort to secure the order and the advertising, but the more independent ones would either consign such communications to the waste-basket or gloat over how scorching a reply they could make. "We are publishing a newspaper — not selling patent medicine," etc. But times have changed, and this custom on the part of manufacturers was only the forerunner of even greater cooperation on the part of publishers. Some of the leading magazines are to-day

using columns and pages urging the stocking and selling by dealers of advertised goods, and one of Michigan's progressive daily papers, the Grand Rapids *News*, published by A. P. Johnson, is out with a letter in which he offers the services of the entire advertising and local force of his paper in promoting the sale to dealers of advertised articles, the only consideration being that such articles be advertised in the *News*. This is exactly the same proposition which a few years ago the country publisher felt that it was beneath his dignity to accept, only the conditions are



No. 7.— Attractive ad. composition from the office of S. Willens & Co., Chicago.

reversed. Here is Mr. Johnson's letter to THE INLAND PRINTER, which from the last paragraph we judge is simply a copy of a letter which he is sending to large national advertisers:

The Inland Printer, Chicago, Illinois:

GENTLEMEN,— We believe the time has come when newspapers must do more than merely take the advertiser's money, if the present volume of advertising is to be increased, hence the *News* has established a "Merchandising Department" for the sole purpose of cooperating with advertisers in promoting the sale of their goods in Grand Rapids. This means that if you wish to introduce any salable product in Grand Rapids territory the *News* will endeavor to place the goods with one or more dealers in one or several towns, with the understanding that the goods be advertised in the *News*.

Complete data regarding the supply and demand of the article will be given any advertiser on request, and other assistance will be rendered by the local force of the *News* in the same way that a salesman would perform his services for his employer.

The *News* has adopted a flat rate, beginning June 1. Three cents per line will be charged, regardless of the amount of space used. Heretofore it was necessary to make a 10,000-line contract to secure this rate.

The circulation of the *News* is rapidly increasing, and with this low rate we feel satisfied it is the best purchase in the Grand Rapids territory to-day, and it will grow better as each month goes by.

Trusting you will be able to avail yourself of our "Merchandising Department," and thanking you for past favors, we remain,

Yours very truly, A. P. JOHNSON,
Publisher.

This is not retrogression in the least. Mr. Johnson recognizes the tendency of the times and his action is an indication of progressiveness. This policy, if pushed forward with sufficient determination, is sure to secure for the *News* a volume of high-class foreign advertising that will make his paper envied by publishers in other and similar fields.

New Paper for Northern Montana.

Among the new papers started last month is an attractive six-column folio at Gildford, Montana, the Gildford *News-Tribune*. J. F. Casey is editor and publisher, and the first issue of his new venture indicates that he proposes to publish a paper that will be a credit to Gildford and the Northwest.

Booster Edition for Poteau, Oklahoma.

Seldom is a special issue so profusely illustrated as the "Segregated Coal Land Edition" of the Poteau (Okla.) *Sun*. This was really a "booster edition" for Poteau and vicinity, consisting of sixty pages, filled with interesting reading-matter, good half-tones and an excellent showing of advertising, which was attractively displayed.

Rate Card for Six Hundred Circulation.

There should be a minimum rate for advertising, no matter what the circulation. In fact, it costs a certain amount to publish a paper, even if the circulation is only one hundred, so there must be a vanishing point in price below which if advertising is accepted it means a loss to the publisher. A paper may have less than one thousand circulation and still be a profitable medium for the advertiser, particularly if that paper thoroughly covers its field. It is useless to try and bring the advertising rate down to a point which must be below cost in order to conform to a small circulation — if it is impossible to increase the circulation it will cost less in the end to close up the shop and seek new fields. A publisher of a weekly paper in a Southern city requests a rate for a circulation of six hundred. The card below is designed for any paper of less than one thousand, and the prices are as low as any publisher can afford to accept and still do business at a profit:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1 inch	$ .25	$ .45	$ .65	$ .85	$ 2.25	$ 3.90	$ 6.75
2 inches	.45	.85	1.20	1.55	3.90	6.75	11.25
3 "	.65	1.20	1.70	2.10	5.35	9.05	15.00
4 "	.85	1.55	2.10	2.65	6.75	11.25	18.50
5 "	1.05	1.85	2.50	3.15	7.90	13.25	22.00
6 "	1.20	2.10	2.90	3.65	9.05	15.00	25.00
8 "	1.55	2.65	3.65	4.55	11.25	18.50	31.00
10 "	1.85	3.15	4.35	5.45	13.25	22.00	36.00
20 "	3.15	5.45	7.45	9.25	22.00	36.00	59.00

Open-space contracts:

50 inches and less than	100 inches	$0.13
100 inches and less than	250 inches	.11
250 inches and less than	500 inches	.08½
500 inches and less than	1,000 inches	.07
1,000 inches and over		.06

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Saluda (S. C.) *Standard*.— The *Standard* is edited and published by W. Grady Hazel and Lewis A. Clem, two young men nineteen and twenty-one years of age, respectively, and is a bright and newsy paper. Most of the ads. are nicely displayed, although there is a tendency in some of them to use body-type that is too large. A variation in the size of headings at the tops of columns on the first page would be an improvement, and on some forms the distribution of ink is uneven.

North Shore Breeze, Manchester, Massachusetts.— Your paper needs attention in only a few details in order to make it very satisfactory. The running title is very badly worn and filled up, and this is not in harmony with the rest of your paper. From the ads. for your job-

printing department it is evident that you can do some very nice work, and the advertising columns of your paper indicate that you have a large assortment of display type. You should set aside certain type for your paper and use the other faces for jobwork, particularly the ornamental faces. There are too many faces of type used in the ads. Each ad., standing by itself, is creditable, but when a dozen or more small ads., each set in a different style of type, are bunched on a page it gives the page a very incongruous appearance.

More About Pressboard Cuts.

Last month several ads. were reproduced containing illustrations made from pressboard by Alfred Steinman, of the Modesto (Cal.) *Herald*. Mr. Steinman sends the following letter enclosing another ad. in which pressboard is used to advantage:

Mr. O. F. Byxbee:

DEAR SIR,—I just received my copy of THE INLAND PRINTER and was very much surprised and pleased to find four of my ads. reproduced. The pressboard cuts are very popular with some of our big advertisers, and I have frequent requests for something different in this



Striking advertisement set by Alfred Steinman, of the Modesto (Cal.) *Herald*, in which pressboard was used to advantage.

line. I am sending you one ad. in which the figures "20" were also cut out of pressboard. The difficulty I find in cutting out is on the inside of the designs, as the pressboard is so hard to cut, making it difficult to get a smooth edge. The outside can easily be cut with shears, but on the inside I am obliged to use a knife.

Respectfully, ALFRED STEINMAN.

The original ad. was five columns wide and fifteen inches deep — the border design as well as the figures was made of pressboard. Perhaps some reader of this department can give Mr. Steinman some suggestions regarding an easier method of preparing these cuts.

Established Twenty-five Years.

A special issue was published last month by the Sheridan (Mo.) *Advance* to commemorate its twenty-fifth anniversary. It consisted of thirty-six five-column pages and was a creditable number throughout. A pleasing feature was a cover of heavy white enamel, the first and fourth pages of which were devoted exclusively to some very fine half-tones.

Reaches All the People.

If there is any class of readers left out of the following list please notify the Roosevelt (N. Y.) *Spectator* at once:

Mark this — when you advertise in the *Spectator* you're not represented in a "class" paper, gagged and collared by any political party — this is *the paper of the people*, and circulates among Republicans and Democrats alike, among Socialists and Suffragists; also the poor and the rich, fat and skinny, big and little, black and white, yellow and brown, saints and sinners alike — THE PEOPLE!

Arthur Capper Adds Another.

Arthur Capper has purchased the Lincoln (Neb.) *Weekly Star* from the Star Publishing Company, of Lincoln. For the past two years the *Weekly Star* has been conducted as an agricultural paper, and Mr. Capper will move it to Omaha and consolidate it with his *Nebraska Farm Journal*. The consolidation adds 7,500 new Nebraska farmers' names to the *Journal's* list.

THE BINDERY-WORKER MADE HAPPY.

Editor of The Inland Printer:

DEAR SIR,—I wish to express to you my sincere thanks for your services in securing me a position with the ———, of ———.

You can understand how I appreciate having a steady job after three months of idleness.

You may expect a check for a year's subscription for THE INLAND PRINTER before the July issue. Thanking you again, I remain, Yours respectfully,

———.



Between Chores.

Photograph by R. R. Sallows, Goderich, Canada.

Written for THE INLAND PRINTER.

COST SYSTEM FROM EMPLOYEES' VIEWPOINT.

BY ONE OF THEM.

IT is generally the case, when an office decides to install a cost system, that the men receive the blanks with many misgivings, and much speculation as to the outcome. The men are averse to giving the blanks the attention they must have to insure accuracy, and it is always an unpleasant duty, and a cause of much friction, to get the cost system properly started off in the ordinary shop.

What is the cause of this? The cost system has done and will do more for the employee than any other one thing that ever struck the printing business. Many a time, when he has tried to negotiate a new scale or get an individual raise, the "boss" would gladly have allowed it if he knew where the money was coming from to pay it. But was he not having enough trouble in raising the present pay-roll, without any increases? The cost system puts him on his feet, and enables him to know what employee is deserving a "raise," and to have the money when payday comes to meet the increases instead of having to chase around and discount bills, borrow, or resort to other questionable practices, as is frequently necessary.

The employee who wants to get ahead in the printing business should welcome the cost system with open arms, and do everything in his power to get on to the workings of it, so that when the time comes for him to "go up higher" he will find himself fitted for the place.

Take the cost system in my own instance: I started in at my present place with no knowledge of a cost system whatever, but with a slight knowledge of advertising, and of the printing business all around. After two years of hard work at a little above the local scale, our shop had made little progress and no money, so we decided to install the cost system. I was a leader in getting it installed, and now, after thirteen months' experience with it, the shop has made a net profit of 15.8 per cent on the gross volume of business, my salary has been increased twice in the meantime, and instead of now getting the scale, as before the advent of the cost system, I am getting one and one-half times the scale — surely incentive enough for any printer who wants to get ahead to interest himself in the cost system as a means to that end.

Last fall I had the pleasure of representing our Ben Franklin Club at the Denver convention, showing the confidence of the local printers in my knowledge of the printing business and of what I could "digest" there to bring back to them. Could I have done this if I had kicked when the cost system was inaugurated? Hardly.

The men are the making of the shop with the cost system, as they are without it. Let the men soldier on the job, and the time will run up, so that the shop can't compete with others; but if the men lend their hearty cooperation, it means profits for the "boss" and better positions at better pay for the men. No man who really wants to better his position can afford to overlook the aid of the cost system.

The president of an organization that has steadily and relentlessly fought the unions made the statement on the floor of the Denver convention that the unions were not the cause of the employers' troubles, but low prices and leaks too numerous to mention, that had been shown by the cost system.

If there is a cost system in your shop, give it all the aid and assistance you can and learn all you can about it; if there isn't one in your shop, tell the "boss" you believe it would be a good thing to put in one, and that he can expect hearty cooperation on the part of the men. He will appreciate your interest and mark you for something else than the "ax."

When you have the cost system working, and find your hour costs running up, as they usually do, study every possible means for saving minutes — and you will be astonished at the number of them you can save when you try — so that the work may be turned out quicker, better, and in line with that of other first-class houses.

Whatever you do, don't discourage the use of the cost system; it will mean dollars to you if you keep in the printing business.



A PRINTER'S HOME.

Residence of John Connolly, journeyman printer, 34 May street, Rochester, New York.

A PRINTER'S CONFESSION OF FAITH

To approach the day's task with confidence; to perform it with pleasure, and to be made happy by its completion.

To attempt only the work I will do well.

To limit the number of my customers, so as to make the filling of their orders a work of pleasure to me and an incentive to future trade for them.

Catering to none, when that shall mean humility; remembering at all times that commercial equity means the exchange of one hundred cents worth of skill and material for a dollar.

Proud of every effort, but letting my work be its own messenger of quality.

Thus am I able to appreciate the glory of working and the knowledge that I, too, am of some use.— *Lehman Printing Company, San Francisco.*



FROM A PAINTING BY JOHN F. EARHART

The printer-artist, Cincinnati, Ohio

Engraved and printed by The Henry O. Shepard Company Engravers, Printers and Binders, 632 Sherman Street, Chicago. Duplicate plates or sale.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Stencil Process for Map-coloring

R. K. Matheney, St. Joseph, Missouri, writes: "I am at a loss to know what the 'stencil process' for coloring maps, plats, etc., may be. Will you please inform me in a brief way what the 'stencil process' is, and how it is applied, or refer me to some publication on the subject?"

Answer.— The stencil process for map-coloring is similar in principle to the stencil-lettering done on packing-cases. The shape of the plat on the map to be colored is cut out of a sheet of thin brass, or oiled or waterproof paper. This stencil is laid on the printed map and a proper brush charged with a water-color ink is brushed over the opening in the stencil. There is a book on "Stencil Cutting," by the late H. Snowden Ward, who writes under the *nom de plume* "Jack Plane." The book can be had of Tennant & Ward, 103 Park avenue, New York city.

Reversed Type Transfers for the Offset Press.

A simple method of reversing type transfers is given by Francis Sheridan, as follows:

"Reversed transfers from type are easily made by the letterpress printer. An impression of the type-matter is made upon a sheet of well-calendered paper that has been fastened in position either on the platen or the cylinder. The impression must be 'full-bodied' and 'sharp.' The ink used is ordinary stone-to-stone retransfer ink. A sheet of ever-damp transfer paper is then fed into the machine so that the coated slide will come in contact with the print that has been made upon either the cylinder or platen. The second impression is now made upon the back of the transfer paper with or without ink. This causes the ink from the previously printed sheet to set off on to the face of the transfer paper, thus giving the reversed type transfer."

To Brush or Not to Brush During Etching.

I. Igosuto, of Tokio, Japan, writes: "I beg trouble for one observation. Going through United States to learn the process in London I make visit to many newspaper engravers to see they use brush much in etch the plate. I told in London not use brush to harm dots on plate. How you think about this? I read INLAND PRINTER every word. It do me much good. I learn much. Please tell about it in INLAND PRINTER."

Answer.— What has evidently surprised this most observant visitor to our American newspaper engraving plants is the fearless way in which they use a bristle brush to remove the oxid during etching in the tub. This is not done in Europe and should not be done here. In the days of soft zinc it was never done. But since the "hard" zinc has come into use it is impossible to get a smooth and clean "bottom" during tub etching unless a brush is used almost continually. If the "bottom" — that is, the exposed zinc between the lines and dots — is not kept smooth, then the dragon's-blood or other resinous powder will stick to the "bottom" during the operation of powdering up, and prevent a clean etching in the bottom. The effect on the resulting etching in which excessive brushing has been done is to tear open the fine holes in the shadows and flatten the result. Etching machines prevent this "graying" of the shadows by throwing the etching solution against the plate with such force as to clean out the oxid without widening the shadow dots. This is one reason why machine-etched plates are so superior. The general use of hard zinc has made etching machines a necessity.

A Substitute for Iodide of Potassium.

To dissolve iodine in water, iodide of potassium, worth about $2.65 a pound, is used. A writer in *Process Work* asks if there could not be found a cheaper chemical to dissolve iodine in water, and caustic potash at 25 cents a pound has been suggested as a substitute, to be used as follows:

Iodine	300 grains.
Caustic potash	150 grains.
Water	40 ounces.

Dissolve the caustic in 5 ounces of the water and then add the iodine. When it has dissolved, add the rest of the water and then nitric acid drop by drop until the solution turns a rich wine color. Should too much acid be added, a precipitate is thrown down, but this can be redissolved by the addition of a little more caustic. As compared with a solution containing iodide of potassium, this solution does not retain its strength quite so long, but considering the saving in the cost of the iodide and its substitute, it is worth considering.

Sending Photographs Over Telephone Wires.

George E. Barton, Los Angeles, California, wants to know what progress has been made in sending pictures by telegraph.

If he will but turn to his INLAND PRINTER files he will find the record very complete of the progress made in transmitting pictures over a telegraph or telephone wire. Dr. Arthur Korn, who has been most successful in this work, was referred to in this department for January, 1905, page 558; January, 1906, page 572, and November, 1909, page 260. N. S. Amstutz, and others, February, 1908, page 743, and the Palmer-Mills method, June, 1901, page 377. At present photographs are frequently transmitted from Monte Carlo to Paris, a distance of over 550 miles, over telephone wires by the apparatus invented by Doctor Korn. The method is about like this: A half-tone in lines instead of dots is made on thin copper, with enamel, as usual. This copper half-tone is bent around a cylinder, and as the cylinder turns a point runs across the lines of the image, making an electrical circuit when the point

touches the copper, and breaking the circuit when the point crosses the enamel. At the other end of the line the pulsations of the electric current produce flashes of an electric lamp to which is being exposed a piece of photographic paper, also turning on a cylinder. Any one possessing a knowledge of the principles of telegraphy and photography will understand this method of Doctor Korn.

Carbons for Electric Arc Lamps.

"Photoengraver," Des Moines, Iowa, asks: "I have just bought a pair of secondhand arc lamps, said to be 5,000 candle-power each. They are not giving me much satisfaction. My operator says the trouble is with the carbons supplied by the electrician who installed the lamps. I write to get your advice about carbons. Should they be cored or not."

Answer.— Your best plan would be to correspond with the makers of the lamps, describing your trouble, and they will advise you as to the best make of carbons to use. You say your lamps are "said to be" 5,000 candle-power. We have all noticed that arc lamps are "said to be" either 1,200, 5,000 or 10,000 candle-power — no candle-power in between these figures. It is evident there is a good deal of guesswork about the illuminating power of an arc light. The fact is there is no standard for testing the power of an arc light. About the carbons: It is said that the light is produced by the terrific heat of the voltaic arc heating the positive carbon to boiling point, so that the vapor from it passes over to the tip of the negative carbon. The positive carbon becomes highly incandescent and the negative carbon tip but little. The long arc in the enclosed type of lamp seems to superheat the vapor from the boiling positive carbon, causing it to give off those violet radiations which are so valuable to the photoengraver. So it would seem that the positive carbon should be a soft carbon of the purest quality, and the negative carbon might be a hard carbon, not necessarily so expensive. There is an advantage in the positive carbon being cored, particularly if it is filled with a substance that adds to the brilliancy of the light, as is now done.

Publicity Education for Engravers.

The International Association of Photoengravers has done incalculable good to the craft this year in its preconvention publicity work. This advertising has been so admirably gotten up in every particular — the text, the type, the paper, the ink, the presswork and, above all, the illustrations — that it will serve as an object-lesson for all photoengravers, who have been noticeably lax in this respect. The stationery alone, which has been so much neglected by engravers, was a fine exhibit of good taste. Attention has been called in this department to these matters before. It was another case of the shoemaker's children going without shoes, for the engravers have been making beautiful designs for stationery, business-cards and booklets for customers and neglecting themselves. This year will mark new ideals for photoengravers all around, and it is to be expected that their own advertising matter will show a great improvement hereafter, as a result of the convention.



SPACE-FILLERS.

Grandchildren of Daniel Boyle, of the Henry O. Shepard Company.

EFFICIENCY.

There is no place in the modern world for the unskilled; no one can hope for any genuine success who fails to give himself the most complete special education. Good intentions go for nothing, and industry is thrown away if one can not infuse a high degree of skill into his work. The man of medium skill depends upon fortunate conditions for success; he can not command it, nor can he keep it. The trained man has all the advantages on his side; the untrained man invites all the tragic possibilities of failure. — *Hamilton W. Mabie.*

PHOTOENGRAVERS' SIXTEENTH ANNUAL CONVENTION.

REPORTED BY S. H. HORGAN.

THE Photoengravers of the United States and Canada, in convention in Boston, June 10 to 13, inclusive, accomplished more work than in all their previous fifteen annual sessions. It was the largest convention in numbers, and the effect of the cost systems used for several years past was shown in all their deliberations. The splendid papers read during the first three days by men from all parts of this country and Canada proved that the cost of producing engravings is about the same everywhere, and that they always have been selling the smaller or minimum cuts at a loss. Therefore, the convention unanimously adopted the following

Recommendation.

"Inasmuch as cost records prove conclusively that the prevailing selling prices on our product are naturally below the manufacturing cost, this convention hereby makes the following recommendation:

"To all the members of the International Association and photoengravers generally throughout the United States and Canada, with regard to black-and-white work —

"That the minimum square inch copper half-tone should not be sold for less than $2.50.

"That the minimum coarse-screen zinc 'venstone' should not be sold for less than $1.50.

"That the minimum zinc etching should not be sold for less than $1.25.

Recommendation for Color-plate Changes.

"Further, that for colorwork the minimum charges should be as follows:

Two-color, square finish half-tone blocks	$16.50
Two-color, vignette finish half-tone blocks	20.00
Three-color, square finish half-tone blocks	30.00
Three-color, vignette finish half-tone blocks	35.00
Four-color, square finish half-tone blocks	35.00
Four-color, vignette finish half-tone blocks	40.00

"For extra work, such as vignetting, an additional charge will be made, according to the time consumed."

New Officers for the Year.

President — E. W. Houser, Chicago.
Vice-President — L. B. Folsom, Boston.
Secretary — Edward Epstean, New York.
Treasurer — John C. Bragdon, Pittsburgh.
Executive Committee — George Brigden, Toronto, Can.; H. B. Blatchly, San Francisco, Cal.; H. A. Gatchel, Philadelphia, Pa.; Fred W. Gage, Battle Creek, Mich.; J. L. Megrue, Cincinnati, Ohio.

Louis Flader, of Chicago, was elected manager of the permanent office of the association.

Opening Day of the Convention.

The convention, being held in the "City of Culture," all the addresses were scholarly productions. The addresses of welcome were made by Lieutenant-Governor Luce; John F. Fitzgerald, the mayor of Boston; J. Randolph Coolidge, vice-president of the Chamber of Commerce, and J. Stearns Cushing, president of the United Typothetæ of America. The speech of Mayor Fitzgerald was recognized as the "key-note" address of the convention, for he urged the photoengravers to recognize their importance in the communities where they came from and realize how much all lines of trade depended on the illustrations they produced, and see to it that they were adequately paid for their work.

Standardization.

R. B. Teachenor, Kansas City, told in his paper how valuable standardization would be if applied to the collodion baths and other valuable chemical solutions used in a plant, and uniformity used in the scale of drawings for reduction; colorwork, he said, led black-and-white on standardization. Wages was the only thing about the business standardized, thanks to the union and the high cost of living. Fundamental costs are the same everywhere, but not so the selling prices.

The discussion following Mr. Teachenor's paper was highly instructive — Weeks, of Philadelphia, Amstutz, of Chicago, Gage, of Battle Creek, Brigden, of Toronto, Jahn, of Chicago, and Stinson, of Philadelphia, taking part in it.

Materials and Equipment.

John M. Keenan, of Philadelphia, read a most practical paper on the requirements of an up-to-date plant. He began with the air-brush, and recommended what he found best in equipment for producing work through all departments to the nailing machine.

Competition as We Know It

was ably handled by F. E. Andrews, Portland, Oregon. "Competition — that is, not destructive — is necessary in every business, but it should have the square deal as its corner-stone. In the photoengraving trade, however, competition has been the life of the buyer of engravings," was one of his statements.

"Competition As It Should Be" was treated by James L. Megrue, of Cincinnati.

Trade Abuses and Their Remedies.

A. T. Mears, St. Paul, Minnesota, said that making speculative sketches was one abuse that should be stopped. He illustrated the absurdity of this custom by telling of his answer to a printing-house that objected to paying his bill for sketches submitted, though he did not get the job. He told the printer that he had a book he wanted published, and if the printer would set the type for the book and send him proofs, then, if he liked the proofs, he might give him the job. The printer saw the point, and paid the bill for sketches.

Efficiency the Road to Profits.

H. B. Blatchly, San Francisco, said that the offices of many of the plants he had visited were jokes on account of their slovenly, inartistic appearance. The lack of a business man was a cause of inefficiency. The best artist, or the most skilled workman, is not necessarily the best foreman, but rather the man who is systematic and plays no favorites. This was another point made by the speaker.

Cooperation.

Adolph Jahn delivered a forceful address on the subject of "Cooperation."

He said that "cooperation must be national and international, but it will not succeed if selfishness enters into it. For a business requiring so much skill as ours the employer receives but scant remuneration, and the workmen have not been too well paid."

The Cost of Production.

Edward Epstean, New York, in a most dramatic manner, told of his arrival in this country thirty years ago. He noticed, when the great steamer approached the harbor,



SIXTEENTH ANNUAL CONVENTION OF THE INTERNATIONAL ASSOCIATION OF PHOTOENGRAVERS.

Held at Boston, June 10, 11 and 12, 1912.

that it took on board a pilot. Impressed with the work of the Western Cost Commission, he had studied cost systems for six months; had tried systems of his own devising, but finally found that he only reached the land safely when he took Pilot Denham on board. Mr. Epstean illustrated his talk with reproductions of actual accounts in his book, under fictitious names, showing the losses on some jobs and profits in others.

Mr. Weeks, of Philadelphia, described a system for reaching the selling price which he had in use for eight years. The discussion which followed on the cost question and selling prices was one of the most instructive debates of the convention.

The Cost System in the Small Plant.

F. W. Gage, Battle Creek, among other valuable things, said that the failure to know cost of production was existent largely among the proprietors of the small shops, most of whom have risen from the ranks, and, although excellent workmen, have no business training. It was their proud boast that no one could teach them anything about the engraving business, and this doubtless was quite true, so far as the working details of operating is concerned. Yet you will find their knowledge of the science of business management is exceedingly nebulous. He advocated that they put in a cost system.

Cost Revelations.

George H. Benedict, the father of cost-finding in the photo-engraving business, was as instructive as ever. He showed by a dozen charts the findings of the cost systems installed in numerous plants, all of which proved conclusively that there was no connection between cost and the square-inch rate. He showed that selling zinc and copper engraving by weight would be about as equitable as selling it by the square inch, as at present. Mr. Benedict also offered to chart any large number of figures sent him, or would furnish engravers anywhere blank charts, so that they could do it themselves.

Getting Together for Mutual Benefit.

H. A. Gatchel, of Philadelphia, "The City of Brotherly Love," naturally handled this subject with ease, derived from long familiarity with it.

Getting Better Prices.

B. F. Corday, Cleveland, delivered a most scholarly address on this subject. Among other things he said: "Business is built on confidence. The customer should feel that you know your costs if he is to have confidence in you, and he should not be charged one penny more than is necessary. Profit begins where cost ends." Mr. Corday dwelt particularly on the importance of salesmanship. "The real salesman creates business, and his service should be so valuable as not to be measured in dollars and cents," he declared.

The Rights of Employer and Employee.

Mr. John A. Anderson, of New York, read an address by A. J. Powers, of that city, giving many of the important court decisions in strike-picketing and boycott cases.

W. H. Sayward, secretary of the Master Builders' Association of Boston, delivered a most powerful address on "The Way Out: A Solution of the Labor Problem." He told of the organization of the Massachusetts Society of Masters and Craftsmen, which is a union of bosses and workmen, and described how satisfactorily it was working. The idea of the organization is quite similar, apparently, to the craftsmen's guilds of the Middle Ages.

Honesty in Business.

E. D. Moeng, of Chicago, delivered an address on this subject that could be preached from any pulpit. He said that honesty in business to-day is a lost art. A man starts in business with the idea of being honest, but he gradually falls in line with the methods of others in his business. Yet he was of the firm belief that truthfulness and honesty should be fundamentals in the conduct of business.

A Square Deal for All.

S. E. Blanchard, of Boston, told how necessary it was for the employer to imagine himself at times in the place of an employee, and he would find that he would act just as the employee does. He showed how the customer should pay a profit on every engraving purchased, and how employers should get away from jealousies among themselves in order that all may get a square deal.

The Apprentice Question.

W. H. Wrigley, of Atlanta, handled the question of apprentices from the standpoint of a section of country where the business was growing, with not enough workmen to fill the demand. Twenty minutes' discussion was allowed on this question, and men from all parts of the country gave their views on it without arriving at any conclusion that expressed the sense of the convention.

Government Statistics and Aid.

H. C. C. Stiles, of Washington, former president of the association, gave very interesting statistics he had gathered for the Census Bureau on the photoengraving industry, and urged engravers to comply with the law at the next census-taking. Though the census reports were incomplete, they figured $15,000,000 yearly business done by engravers.

Joseph Meadon, of Detroit, told of the legal technicalities and pitfalls in the business, giving many examples of complications with customers and the way out of them.

Color Specialization.

Gustav Zeese, of New York, said that some engravers were not satisfied unless they claimed to be able to turn out all kinds of work, from a line zinc etching to a steel engraving, while the most successful men in the business were those who specialized. New fields seem alluring. His firm had tried to make color transfers for the offset press, but closed the account with a loss. There are no secrets in color-plate making. It is merely a matter of organizing the force. Workmen should be tested for color-blindness. It has been found, he said, that eighty per cent of men are color-blind in some degree through the use of tobacco and alcohol, while with women color-blindness is rare. There is no use of having standard inks while the printing is done on different kinds of paper. He advised the use of metal blocks only for color-plates.

Photoengraving from a Business Point of View.

C. C. Cargill, of Grand Rapids, Michigan, said, among other things, that the foundation of business is knowledge, and he earnestly recommended that labor leaders take a course in business science.

E. J. Ransom, Winnipeg, came 1,800 miles to tell the members of the association something of the necessity of following "The Golden Rule." The subject of his paper, "Organization."

Value of Organization.

Louis Flader, of Chicago, ably presented the value of organization if engravers wanted to accomplish anything—and also the necessity of supporting their organization liberally. He gave statistics to prove that they well could take a lesson from their workmen in the matter of organization. He said there were 465 commercial photoengraving shops in this country and 116 newspaper plants, the output of engravings being valued at about $20,000,000 during the past year. He concluded with: "The day of individual effort is over; we are in an era of organization."

Necessity of Standard Selling Price.

J. C. Buckbee, of Minneapolis; John Baird, of Kansas City, and Paul Hammersmith, of Milwaukee, read short papers on selling prices, which brought about one of the most interesting discussions of the convention. Some of the statements showed that a number of them did not believe in "price-lists," while others advocated them strongly. Mr. Birch, of Louisville, said that after two



Poster of the New York Delegation to the Boston Convention of Photoengravers.

years' experience with a cost system he found it was not perfect as yet. The cost of running an "open shop" was admitted by some to be no saving over a "closed shop." Some wanted a selling scale such as electrotypers use; others held that this was impossible, as electrotyping was a mere mechanical operation in which all reproductions were treated alike, while with photoengraving there must be special treatment with each block. Mr. Benedict figured that a zinc half-tone cost ten per cent less than a copper half-tone. The debate showed the convention was determined to have a standard selling price, which was agreed to on the fourth day, in the recommendation adopted.

George H. Benedict's Scale.

Mr. Benedict said that the electrotypers' printed scale was a marvel of ingenuity. The man who brought it to Chicago was killed, and no one knows where he got the scale; neither has any one been able to improve upon it. He had worked for years in an endeavor to produce a photoengravers' scale similar to the electrotypers, but without success. One thing he was assured of — that the square-inch rate had nothing to do with the cost of production, but that figuring $1.50 plus 5 cents per square inch would give the cost of any flat copper half-tone.

New Illustrating Processes.

Charles S. Stinson, of Philadelphia, told of "New Illustrating Processes and Their Effects upon the Photoengraving Industry." Most of the revolutionary processes of which we frequently heard rumors were, he said, mostly fancies of fevered brains. He reviewed the offset and rotary photogravure methods, and held the foundation of all photoreproductive processes was in the negative, and that photoengravers who are skilled in negative-making should not allow these new lines of business to get away from them, for it was the photoengravers who made the new processes possible. Processwork, he claimed, is the "keystone in the arch of the graphic arts."

The New Constitution and By-laws.

A new constitution was adopted in which the dues are raised so as to produce adequate revenue to put the association on a business basis. The annual report of the officers was submitted in a pamphlet of twenty-four pages.

The convention adjourned the fourth day after convening, and the sessions were well attended to the last by about three hundred delegates. The only relaxation for them was an excursion around Boston, with a shore dinner, and, on Wednesday evening, a banquet at the Hotel Vendome.

The Ladies at the Convention.

At least seventy-five ladies accompanied the delegates, and were splendidly entertained by the following committee of the ladies of Boston: Mary A. Sunergren, Addie F. Blanchard, Grace A. Wright, Augusta K. Burbank, Annie L. Burbank, Ella F. Bowker, Ruth Tripp, Ella F. Robinson, Lily B. Graves, Annie F. Dunbar, Margaret E. Folsom, Caroline S. Kilburn, Anna T. Doran, Mabel M. Peters, Mary H. Dempsey, Hannah E. Butterworth, Mary J. King, Ursula C. Blaikie, Magdalene Hendry, Fanny R. Sylvester and Mrs. F. E. Clark.

THRILLING AERIAL ADVENTURE.

A flea and a fly in a flue
Were imprisoned; now what could they do?
Said the fly, "Let us flee."
"Let us fly," said the flea.
And they flew through a flaw in the flue.

— *Dumb Animals.*

THE KIND FATHER USED TO MAKE.

Mr. Newlywed — I wish you could make the bread mother used to make.

Mrs. Newlywed — I wish you could make the dough father used to make.— *Ex.*

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Correction.

In this department of the May issue typographical errors caused us to say that "George" A. Righter's new book, entitled "Mixing Printers' Metals," sold at $5 a copy. This last word on the subject of printers' metals is sold by The Inland Printer Company at $1.50, and its author's name is Guy A. Righter — not George A., as stated in the review. It seems to have been a case of "bunching" the errors, but we trust that author and readers will overlook it on our promise to be more careful in the future.

Matrix Bent by Distributor-screw.

A Tennessee operator encloses a new matrix with its upper front ear bent, and writes as follows: "(1) Am enclosing you a matrix which was caught and bent by the distributor-screw. Can you give me cause and remedy for same? Have just replaced worn upper front rail of distributor-box, and the lower ear of the smaller matrices seems to get a thread ahead of the upper ears and stop the distributor and bend the matrices. Could this be due to lower screw being timed wrong, as it only occurs occasionally? (2) Am also having trouble with metal, due to the use of a gasoline burner which gives very uneven temperature, as it has no governor. Could a pot-governor be put on a gasoline burner? (3) Could hot metal give back squirts sufficient to stop machine if mold is true and lock-up is square? When my metal gets too hot I get one squirt after another which stops the machine, and when the flame is turned down just a fraction it sputters and goes out. (4) What is the remedy for the first elevator going up with a bang? Have adjusted the four slide-screws in front, which remedied it temporarily but not permanently."

Answer.—(1) It is quite unusual to replace only one distributor-box upper rail. You should put in two new rails instead of one, as wear occurs on these rails uniformly where the upper ears have contact while they are raised by the matrix-lifter. We believe you will have no further trouble with thin matrices bending if you put on a new back rail. The lower distributor-screw, if timed wrong, will cause all matrices to hang out of a perpendicular position, so we judge it is not timed wrong if this occurrence is only occasional. The front ear of the matrix shows damage on the upper corner of the front ear where it was caught by the point of the thread of the front screw. Examine the clearance between the lower end of the inclined part of the top rails and the matrix ear as they are lifted. At this point you should not have less than one-thirty-second of an inch. Where it is less, adjust by the screw in the cam-roller lever. (2) In order to obtain proper results you should control the temperature by observing the difference between hot and cold metal as shown by the appearance of the slug. You can not use a pot-governor with gasoline. It is quite possible that your trouble is not due to hot metal, but rather to an accumulation of metal on the mouthpiece, due to low temperature. Have your burner under control, so that it will give a steady blue flame, and clean the mouthpiece and back of the mold. Keep the metal to uniform height in the pot, and while working look occasionally at the foot of the slug. If it shows a smooth bottom instead of showing the marks of the jets and cross-vents, stop at once and draw the disk out and see if metal has accumulated on the mouthpiece. Wipe it off and increase the temperature slightly and continue this treatment for a time. If the lock-up is correct you should have no trouble from back squirts by having the metal a trifle too hot. A thermometer will enable you to keep the temperature to the proper point. This you can procure from the Mergenthaler Company. A test of the lock-up between the mouthpiece and the mold should be made if no relief is obtained by having the temperature at proper point. (3) Back squirts will occur from cold metal, even though a test may show a correct lock-up between the mouthpiece and mold. (4) The first elevator will often seat in the top guide with a bang when the gibs are set wrong and where the top of the duplex-rail levers require lubrication. Keep the front side of the intermediate bar lubricated with dry graphite, and also the top outside parts of the duplex-rail levers. This will enable the elevator to seat with less resistance. Remove the duplex rail occasionally and rub graphite on both sides to lessen the friction. When you set the first-elevator gibs they should allow the minimum play between the right edge of the jaws and the ends of the spaceband and the line-intermediate channels. About .005 of an inch is the maximum space at this place. Keep the slide properly lubricated, so it will have freedom of action.

Faces Pull Off of Slugs.

A Western correspondent writes: "A little assistance from you just now would be very much appreciated. I am having some trouble with the face of slugs, which I have never experienced before. The slug is solid, all right, but letters here and there, sometimes two, or even the words 'at,' 'the,' etc., are pulled up. It is liable to occur on most any letter. The character is not sunken, but has the appearance of being 'pulled up,' or 'picked up,' and the slugs are solid. My lock-up seems O. K., but in spite of what I can do the letters pull away from the face of the slug. Please advise me in detail at once, and I will greatly appreciate your kindness. I will advise you of results so as to be of assistance to some other wayfarer. Have you a late book on the models 8 and 9? I already have two of Mr. Thompson's very valuable books, and if there is a new one on the market, giving detailed descriptions of the new models, would like to have it."

Answer.— Note the characters that are causing the trouble and assemble them in one line together — that is,

all " e's " together — and recast a number of slugs. Before discharging the line take a proof of the slugs or examine the face to determine the location of the matrices that cause the defects noted. You should then take out such matrices, as they are defective. It would have been better had you sent a slug for inspection. There is no book at present on the later models, but when these are treated in " The Mechanism of the Linotype " it will be announced in THE INLAND PRINTER.

Metal-pot and Keyboard.

A Canadian operator writes: "(1) I have been having trouble with plunger for a considerable length of time, not resulting in anything serious. I have managed to work along, but would like if you could advise a remedy for the trouble. I was advised once to take out as much metal as possible and pour oil in the well, working the plunger up and down. I then filled the pot up again and skimmed the metal, but it did not remedy the trouble. The trouble to which I refer is caused when the plunger is coming up after casting a line. The plunger makes a thud, more especially if the pot is a little full and the metal a little cold. I find after repeating several lines in succession that it will work without any noise for five or ten minutes. It never makes a noise when metal is low. Both holes in the well are open, and the plunger is in good shape. Could you please advise a remedy? (2) Also, I am having trouble with keyboard-cams. Sometimes when I touch a key the cam drops on keyboard-roller and refuses to rotate, and sometimes when I touch a key it will not respond with a matrix, the cam not rotating. At other times the matrix will stop on the back pawl and will not come down until I touch the matrix."

Answer.—(1) We judge that the noise or thud you note is caused by the pot mouthpiece as it breaks away from the slug and not from the plunger rising. This thud is due to the forced separation of the mouthpiece from the slug, the jets being of sufficient strength to prevent the pot retreating freely. To remedy this trouble you may increase the heat of the metal slightly. If you would have the plunger work freely, procure some mutton tallow and put it in the well. Add an equal amount of graphite and place the plunger in and run the machine. If the hole on the side of the well is not open it should be cleaned out with the end of the pot-mouth wiper. This should remedy your trouble. If the plunger in rising causes the machine to slow up, you may remove the clutch-spring and stretch it. This added stress will overcome the resistance offered and will remedy the evil. (2) The cam that fails to turn when it falls on the roll may be dry on its pivot, or the roll may be too smooth. Remove the roll and roughen it with the coarsest sandpaper. Remove the offending cam and put a drop of clock or watch oil on its pivot. This should prevent further trouble. If a keyrod remains up, take hold of the rod-spring hook and move the rod up and down, and note if it works as freely as it should. If it does not it may be caused by the verge binding. This can be determined only by examination.

Setting the Assembler-finger and Vise Automatic.

A Philadelphia operator, who does not sign his name to his query, seems to have considerable difficulty in understanding how he should set his assembler-finger. We have equal difficulty in understanding some of the questions he asks. The letter in part is as follows: "(1) You say to set assembler-finger about one thin space less than vise-jaw. Do you measure from inside the pawl to the assembler-finger or from star-wheel to the assembler-finger and send in lines that do not stop the star-wheel? (2) You said that when two spacebands are driven up in a line to full extent they will expand sufficiently to justify a line tightly. Will three or more spacebands be sufficient to justify a tight line also? (3) I have also oiled the justification-rods and the roller of the slug-lever, as I found it gummy, and that when I wished to send in a line with about eight bands, that was not tight, the slug-lever, when elevator dropped to first position, jerked when it went forward, but when I oiled the rods and roller on slug-lever it worked good. Do you think that was another cause of biting the lower ears as in sample enclosed? One operator told me that when the slug-lever jerks then you know a tight line has been sent in. Is that right? (4) How can you tell when metal is hot or cold? What is it when the slug is spongy on the body, or face a little chilly? "

Answer.—(1) The distance must be gaged from the star-wheel when setting the assembler-slide finger. (2) If two spacebands will justify a line which is set full enough to stop the star-wheel when the assembler-finger is set a thin space short of the full measure, three or more spacebands in the line will justify it if set less full. In other words, the more spacebands in a line, the less full it need be set. (3) A jerky movement of the controlling-lever may indicate that the vise-automatic stop is not set properly. A tight line should automatically throw out the clutch and stop the machine. In your machine, probably, the automatic dog partially engages the stop-rod pawl, but slips over it and allows the mold-disk to come forward and pinch the ears of a tight line of matrices. Raise the front adjusting-screw in the first-elevator head a trifle. (4) Hot metal always produces a good face but a poor body; cold metal a poor face but a solid body.

Recasting Book Headings.

A Missouri operator writes: " I have several hundred heads for books to cast each week. These heads are in small caps — twenty-four ems measure — and include the folios. I have been setting them on two slugs. Can you suggest a better way? "

Answer.— The following plan will be an easy way so that there will be but one setting of the line. Set the line in the usual way and center it; at each end of the line leave three figure-spaces so that they may be removed to accommodate the figures. If the even numbers are set first, move out the yielding finger in the elevator-jaws, and after the elevator reaches normal position the figures may be withdrawn and others substituted quite easily without opening the vise. When recasting lines carrying the odd numbers, it will facilitate matters to remove the line-intermediate channel, as it will allow access to the right end of the elevator-jaws and make it quite easy to withdraw and substitute the matrices for the various folios.

Recent Patents on Composing Machinery.

Ejector Blade.— H. Petersen, Minneapolis, Minn., assignor to Linograph Manufacturing Company, Minneapolis, Minn. Filed May 1, 1911. Issued May 14, 1912. No. 1,025,993.

Typecaster.— John S. Thompson, Chicago, Ill., assignor to Thompson Type Machine Company, Chicago, Ill. Filed December 5, 1907. Issued May 14, 1912. No. 1,026,185.

Cancelling Device for Paper Perforators.— H. Drewell, Charlottenburg, Germany, assignor to Schnellsetzmaschinengesellschaft M. B. H., Berlin, Germany. Filed December 9, 1908. Issued May 14, 1912. No. 1,026,243.

Slug Mold.— A. W. LeBoeuf, Woonsocket, R. I., assignor to Electric Compositor Company, New York city. Filed May 28, 1912. Issued May 28, 1912. No. 1,027,551.

Spaceband Buffer.— W. M. Rapp, Philadelphia, Pa., assignor to Rapp-Wagman Manufacturing Company, Philadelphia, Pa. Filed August 17, 1910. Issued May 28, 1912. No. 1,027,566.

Linotype Machine.— H. Drewell, Charlottenburg, Germany, assignor to Schnellsetzmachinengesellschaft M. B. H., Berlin, Germany. Filed July 28, 1910. Issued May 28, 1912. No. 1,027,826.

Mold.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York city. Filed April 2, 1910. Issued June 4, 1912. No. 1,028,137.

Typecasting and Composing Machine.— E. B. Barber, Brooklyn, N. Y., assignor to International Typesetting Machine Company, New York city. Filed May 31, 1910. Issued June 4, 1912. No. 1,028,660.

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Offset Press Plates.

(1211) The Interstate Map Company, of Newark, New Jersey, submits a four-page circular letter produced on the Potter offset press from plates made by the American Reproduction Company, of Newark. The circular shows a number of half-tone illustrations in fine screen, also a fashion-plate with a metzograph screen. Samples of type-work with half-tones are shown to good advantage. The selection is intended to show the inroads the offset printer may make into the fields previously controlled by the typographic printer exclusively. From this display it would seem that it is all in the plate. The various plates of relatively fine screen and the type-pages print with equal legibility. With half-tone plates similar results could not be produced on a type-press owing to the nature of the stock used. And to think that vignette and square half-tones, outline plates and solids are printed without make-ready! Also plates requiring heavy inking may be juxtaposed with half-tones with the most delicate high lights, and yet no ill effect is noted. Verily, the typographic printer has troubles ahead from the offset press.

Illustrated Book from India.

(1212) The *English Mail*, of London, an Anglo-Indian weekly newspaper, sends us a copy of "Old and New Bombay," an illustrated book with paper cover. This interesting bit of printing is 10½ by 14½ inches in size, and was printed at Caxton House, Bombay, India. The pictorial selections are not up to the American standard of half-tone printing, but possibly climatic conditions have some bearing on the work. There are 133 pages of letterpress and half-tone plates, many being full-page illustrations. The illustrations depict scenes in and about Bombay, making the book an interesting souvenir. Portraits of officials and clericals of old, as well as the more modern, Bombay appear in profusion. Aside from the offsetting, and the smudgy look of some of the plates, the presswork is good. This may be due to the inking from moist rollers, as we are led to believe that during certain seasons the air is hot and heavily laden with moisture, which condition is not conducive to high-class presswork. Excepting for the foregoing objection the work is a pleasing example of printing from the Orient, and the Messrs. Claridge, of Caxton House, have every reason to feel proud of their product.

Rollers Melting

(1232) A Pennsylvania printer writes: "(1) What will prevent rollers on a cylinder press from melting? (2) I had a recipe for cleaning half-tones, the principal ingredients of which were alcohol and potassium, I believe. As it has been mislaid I would like you to give recipe, with proper proportions."

Answer.—(1) There are several causes for rollers melting. The principal one is using winter rollers out of season. You should have your summer rollers in use now, or at least ordered and seasoning for use when warm weather comes. Summer rollers will melt when the press is run high speed, owing to the friction induced by vibrators and plate. The remedy is to reduce the speed. Several years ago we suggested the advisability of having an electric fan arranged to direct cool air on the rollers and plate, thus radiating much of the heat. This plan is in use in some large plants. Having the rollers set too tight against the vibrators will cause them to soften and finally result in melting, if used continually, unless at a low speed. (2) One of the best solutions for cleaning half-tone plates, either copper or zinc, is equal parts of spirits of turpentine and crude carbolic acid. It will not harm the plate, even if left on over night, as may be necessary where ink or verdigris is caked on the surface. Any acid that will bite the metal should not be used except in a diluted form, then rinsed off. We are not in possession of the recipe you refer to. A good solution for cleaning engravings is made by J. Frank Johnson, Battle Creek, Michigan, who will furnish particulars on request.

The Effect of Water on Roller Composition.

(1213) A Springfield (Mass.) pressman asks the following questions: "(1) What effect will water have on composition rollers? (2) Is potash injurious to composition rollers? (3) Is potash or ammonia injurious to half-tone engravings when used to remove dried printing-ink? (4) How many sizes of cylinder presses does the Miehle Company manufacture, and what are the dimensions? (5) How is the size of a cylinder press determined?"

Answer.—(1) As roller composition is principally glue—an animal jelly—it is greatly affected by water. Glue or gelatin has an affinity for moisture, and, as a constituent of roller composition, absorbs moisture in proportion to the amount of glycerin combined with it. The immediate effect of water on the surface of a roller is to cause it to swell. The after-effect is to render the surface less resistant to the pull of inks. An old roller that has lost its resiliency, owing to the evaporation of part of the moisture, is given new life temporarily by sponging the surface with cold water. The gelatin absorbs sufficient moisture to soften the roller, and hence it takes and gives off the ink to better advantage than when its surface is hornlike. Stale beer is an old-time remedy for reviving hard rollers. (2) Potash solutions, such as printers' lye, are very injurious to composition rollers. This is especially true if the lye is used in full strength in any considerable quantity on the surface of the roller. If you desire to test the relative actions of water and lye on roller composition, cut two small cubes of roller composition and place one in a glass of water, the other in a similar quantity of normal-strength lye. You will notice how vigorously the lye acts on the composition by an examination of the cube after a prolonged soaking. (3) Lye and ammonia will not harm copper or zinc plates, if they are

properly rinsed after removing the dried ink. Wash off with benzin after using the lye. (4) The Miehle Printing Press & Manufacturing Company, of Chicago, makes six styles of presses, in nineteen sizes. These presses range in bed dimensions from pony No. 1, 26 by 34 inches, to No. 7-o, a high-speed book and job press, 51 by 74 inches. (5) The printing surface lengthwise of a cylinder press bed is determined by the length of the rack-frame which drives the bed. This rack-frame is driven by what is known as a star gear. The width of the bed crosswise is determined by the distance between the bed-bearers. On a pony press having a bed area of 26 by 34 inches the type-matter will have dimensions of 21 by 30 inches. The proportion will vary on larger presses. Through the courtesy of C. I. Mansur, of the Miehle Printing Press & Manufacturing Company, we are able to furnish the data given in answer to the last two questions.

Tin-plate Printing.

(1214) Henry Drouet, of the Regina Company, New York, writes in substance as follows regarding tin-plate decoration: "To obtain the best results in tin-plate decoration there has been nothing yet found to equal the offset press. The American Tobacco Company, of Baltimore, Maryland, and other large concerns are producing excellent results in tin decoration by the use of this machine. Your reply to query No. 1202 seems incomplete, as it furnishes little or no information concerning the process, hence this letter."

We plead guilty to the charge and will describe in a general way the method of producing decorated tin. In the first place tin plate may have no tin on its surface at all, and in many lines of work it is the ordinary steel plate, which uncoated, looks similar to common stovepipe plate, and it varies in thickness and ductility according to its ultimate use. The plate used by Chicago packers and others for lard and meat containers is real tin plate, being coated on two sides with tin. Steel plate is coated with white or colored pigment, as the case demands. Some lines of work require double coating and some single. The double-coated plate has the smoothest surface. The coating may be glossy or mat. This latter finish is quite like eggshell-finished paper. The coating of the plates with pigment is not an essential part of tin-plate decoration; it is used principally where the plain steel plate is used, owing to the necessity of protecting the surface from moisture, and possibly because the surface of the steel plate does not offer proper contrast for decorative purposes. The tin plates are fed between two cylinders from a feed-board placed at a suitable angle. The lower cylinder has a rubber blanket that receives a transfer from the stone on the bed of the press. The transfer is picked up by the plate from the rubber blanket, owing to the pressure imposed by the upper cylinder. A rotary style of offset machine is also used for tin-printing. The inks used in tin-printing carry the maximum of color power, differing materially from ordinary printing-inks, which are usually combined with a base. These inks must dry on the surface, and to make the product withstand handling and manipulation in the stamping-press, the sheets are stoved. This operation consists in placing the freshly printed tin sheets in a specially constructed oven, where they remain from twenty minutes to one hour in a temperature ranging up to 250° F. Air-drying is also resorted to, but this method requires considerable space, and the rooms must be practically dustproof. Stamping presses are used for forming the decorated sheets into articles of various utilities, such as tiny salve-boxes, stoppers for beer and other bottles, talcum-powder boxes and other articles commonly used. At this time, when cedar for cigar boxes has become scarce, cigar manufacturers are using decorated tin plate for cigar receptacles. The use of decorated tin plate is becoming broader, which threatens the total extinction of certain lines of typographic printing.

Imperfect Register in Small Labels.

(1215) Submits a finished label 2¼ by 3 inches, printed in maroon, salmon, gold and black, and is embossed. The register is well-nigh perfect in this specimen. Also several sheets of this label, thirty-two up, are sent for inspection. The register is close, but not perfect. In the following letter the pressman tells his troubles: "Under separate cover I am sending you three sheets of the enclosed label, the same being run thirty-two up. I am having trouble with the register, and would like to get your opinion. The sheets have been run at first from the black, which is the embossing die, then the red, which prints in maroon on the label itself. The plates are made in strips of four, as I am showing you in the sheet. In starting, the plates were nailed on a wooden block and each succeeding form worked in the same way. The embossing dies were the first form, being put on a ——— press. After spending a day on it I was obliged to send for a machinist to look the press over. The machinist went over the entire press, going as far as putting on a new gripper bar and tumbler, but the result was the same as before. The plates were then taken off the wooden block and glued on to an iron block. The block was below type-height. In building it up I used two sheets of tin and a sheet of six-ply cardboard and was able to get the form to register, and accordingly run my strike sheets. Next I put up the maroon plates and inked up in red, and found I could secure a perfect register on the red itself, but in trying to strike in I got the result shown on the enclosed sheets. This is not due to the feeding, as both colors have been run through twice. I have gone over the press carefully, such as setting my guides, grippers, drops and bands, but without success. I have since taken the form off and put it upon a ——— press, and have secured better results, but have not been able to get away from this variation. The speed of both presses had been lowered to about 1,100. The paper is of a good quality and has been laid out a few weeks. Both colors were run on the same day. In adjusting the bands I used as many as I could."

Answer.— We believe you would have better results if the plates were mounted on solid bases that would give type-height without the disturbing influence of tin and cardboard beneath the block. Still we believe that the fault does not lie wholly here; possibly the stretch or draw in the paper may have something to do with the trouble. The presses you refer to can be made to give perfect register if no extraneous influence is allowed to disturb working conditions. The proper mounting of the plates is a prime essential; there should be no yielding material under the plates. A six-ply card may yield sufficient in the course of an extended run to affect the register, as it must be very close. For this reason the minimum of yielding matter, if at all necessary, should be used beneath plates. You state the stock was seasoned for several weeks. The nature of this stock suggests to us that this is a very short time for seasoning, especially if variable weather is encountered for the period. From our meager knowledge of the situation we would lay blame to one of two causes, or to a combination of the two, namely: the way the plates are mounted; or to the variable factor in the stock, the stretch or draw, due to hygroscopic changes in the body of the paper. We believe the fault will not be found in the presses, but rather in the other disturbing factors mentioned.

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

The Monoline.

(1216) "Kindly give us the address of the company that makes the Canadian Monoline."

Answer.— The Monoline is no longer manufactured, having been bought over by the Mergenthaler Linotype Company.

Campbell Two-revolution Press.

(1221) "Will you kindly give us the factory address of the manufacturer of the Campbell two-revolution press?"

Answer.— The Campbell Press Company, Taunton, Massachusetts.

Automatic Card Printing-presses.

(1227) "Will you kindly send me the address of some firm selling an automatic card printing-press?"

Answer.—Automatic Printing Press Company, 216 South Jefferson street, Chicago; Buffum Tool Company, Louisiana, Missouri.

Removing Printers' Ink from Paper.

(1234) "Will you please tell me if there is anything that will take out printing-ink from paper?"

Answer.— We are unable to give you any help in this matter. The only method we know of is by erasure, and this applies only to heavy ledger paper.

Loose-leaf Binder for Three-on Bank Checks.

(1237) "What firm or firms manufacture a loose-leaf binder for three-on bank checks; also binders for single checks? I wish to furnish these binders to my customers."

Answer.— Irving-Pitt Manufacturing Company, 411 East Eighth street, Kansas City, Missouri.

Society and Lodge Pins.

(1226) "Please give us the address of some parties who make society and lodge pins; also the address of Whitehead & Hoag."

Answer.— The largest dealer in society and lodge pins in Chicago is Charles Winship & Co., 705 Masonic Temple. The address of Whitehead & Hoag is Newark, New Jersey.

To Thicken Pad-ink.

(1224) "Will you kindly inform me if you can what is used to make the body, or to thicken, pad-ink used with rubber stamps? Also would like to know the address of *Printers' Ink*, the advertising journal."

Answer.— Glycerin is generally used to thicken the body of ink for rubber stamps. We submit the following recipe for rubber-stamp ink: Anilin (any color), 90 grains; water (boiled), 1 ounce; glycerin, ⅛ ounce; white sugar, ½ teaspoonful. To the anilin add ⅛ ounce of alcohol and allow it to stand in a stoppered bottle, then pour in the water, to which the sugar has been added, and shake until dissolved; add glycerin. *Printers' Ink* is published by the Printers' Ink Company, 12 West Thirty-first street, New York city.

Hoag Rapid Press.

(1236) "In the December (1905) issue of THE INLAND PRINTER appeared a description of the Hoag Rapid Press. I would like to get the address of the firm making this press."

Answer.— The Hoag Rapid Press Company has an office in the Pacific building, San Francisco, California. We do not know that the press is on the market.

"Photo-Engravers' Bulletin."

(1230) "Can you give us the address of the publishers of the *Photo-Engravers' Bulletin*, publication of which, we are told, was begun August, 1911?"

Answer.— The *Photo-Engravers' Bulletin* is published by the International Photo-Engravers' Association, and printed by the Gage Printing Company, Battle Creek, Michigan. Louis Flader is editor-in-chief, with George Bridgden as business manager. E. W. Houser, Fred W. Gage and L. B. Folsom are associate editors.

School of Presswork.

(1223) "Would you kindly inform me if there is a school of training on job presswork? Is there one in Canada, and if not, could you give me the addresses of any in the States?"

Answer.— We do not know of a Canadian school for training pressmen. The International Printing Pressmen and Assistants' Union has established a technical school at its international home, Rogersville, Tennessee. The School of Printing, 1500-1600 East Michigan street, Indianapolis, Indiana, also gives instruction in presswork. F. O. Climer is the director of the latter institution.

French and German Typefounders.

(1235) "Would you be kind enough to furnish us with the names of two of the foremost French typefoundries, also two of the German typefoundries? Possibly you could learn, through the local representative of the Smith Premier agency, of American firms using the company's French and German typewriters with the modified characters."

Answer.— Paris, France: Piegnot & Fils, 14 rue Cabanis; Deberny & Cie, 58 rue d'Hauteville; Chaix & Cie, 128 rue de Rennes; Berthier & Durey, 19-21 rue Boissonade; Maurice Doublet, 56 ave d'Orleans; Fonderie Caslon, 13, rue Ste. Cecile. Germany: Ludwig & Mayer, Frankfurt a. M.; Schelter & Giesecke, Leipsig; D. Stempel, Frankfurt a. M.; Wilh. Woellmer, Schriftgeisserei, Berlin, S. W.; Genzsen & Heyse, Hamburg; Bauersche Geisserei, Frankfurt a. M.; Julius Klinkhardt, Leipsig. In regard to the

modification of typewriter characters for use in French and German, the Smith Premier Company informs us that it equips its machines with such modified characters. For full particulars write the Smith Premier Typewriter Company, Detroit, Michigan.

Offset-press Manufacturers.

(1218) "Will you please be kind enough to give us the names of three or four manufacturers of the offset press?"

Answer.— Fuchs & Lang Manufacturing Company, 29 Warren street, New York city; Hall Printing Press Company, Dunellen, N. J.; Harris Automatic Press Company, Niles, Ohio; A. H. Kellogg & Co., 409 Pearl street, New York city; Mann Lithographing Company, 41 Park row, New York city; Potter Printing Press Company, Plainfield, N. J.; Walter Scott & Co., Plainfield, N. J.; R. Hoe & Co., 504 Grand street, New York city.

Continuous Feeder for Wire Stitcher.

(1233) "I understand that there was once advertised in your magazine a continuous-feeding mechanism for a wire stitcher. I am interested. Will you kindly give me the address of the builder? I should like also the address of the maker of the continuous direct-feed trimmer said to be used by Sears, Roebuck & Co."

Answer.— The continuous feeder for stitcher is made by the Christensen Machine Works, Racine, Wisconsin. The J. L. Morrison Company, of New York and Chicago, is selling agent. The continuous direct-feed for a trimmer is made by James Rowe, 444 South Jefferson street, Chicago.

Attaching Dies to Plates.

(1220) "Kindly put me in touch with some manufacturer of the adhesive soap used for fastening plates and dies to die plates."

Answer.— We do not know where you can procure this, but would suggest the following as a substitute: Take a piece of thin manila or bristol board, brush each side with flour paste and put the card between the parts you wish to attach together. Place both under pressure in a letter or other press for about one hour — longer if possible. You will find that this method will hold the two plates firmly together.

Embossed Program Covers.

(1217) "We write to inquire if you can give us the address of a concern in the city of Chicago who can furnish us with embossed program covers suitable for commencement exercises."

Answer.— Review Printing & Embossing Company, 501 South Dearborn street; Chicago Embossing Company, 126 North Union street; Kennedy Embossing Company, 610 Federal street; Western Embossing Company, 301 West Indiana street; Western Engraving & Embossing Company, 220 South State street; William Freund & Sons, 20 East Randolph street; John B. Wiggins Company, 63 East Adams street.

Embossing.

(1229) "Can you give us information regarding the grade of embossing as per sample herewith enclosed? We would like to know the process for doing this class of work, and the manufacturers or dealers who furnish supplies, type, etc."

Answer.— The specimen is produced on an embossing and die-stamping press from a steel die. This work requires special plates, the press being different from the ordinary printing-press. There are a number of these machines made. The following are among the best: Auto Falcon & Waite Die Press Company, 345 Broadway, New York city; C. R. Carver Company, Twenty-third and Clearfield, Philadelphia, Pa.; Modern Die & Plate Manufacturing Company, Belleville, Ill.; United Printing Machinery Company, 246 Summer street, Boston, Mass.; Louis Dejonge & Co., 71 Duane street, New York city; A. R. King Manufacturing Company, Kingston, N. Y.; H. Hinze, Tribune building, New York city. The foregoing firms can supply you with all necessary equipment.

Glue for Putting Gold Leaf on Celluloid.

(1228) "The firm that I am employed by is putting in a hot embossing press to do its own work. Most of the work will be gold leaf on celluloid. I am in charge of the printing department, so this work will fall on me. I have no experience in this line, so I thought I could get a little information from you. What I want to know is what kind of glue is used to make the gold leaf stick to the celluloid. If it is made special, where can I buy it; or if you know of a good mixture, I would be very thankful to you if you will give it to me."

Answer.— The application of gold leaf to celluloid is accomplished by using a special size or varnish. This you can obtain from your inkdealer.

Correspondence Schools in Estimating.

(1222) "Will you kindly send us the name and address of a company, which you consider the best, conducting a school of correspondence instruction for estimating in all kinds of printing, blank-book manufacture and edition or book work?"

Answer.— Under the direction of the Ben Franklin Club of Milwaukee, the University of Wisconsin, at Madison, is conducting such a correspondence course. The School of Printing, 1500-1600 East Michigan street, Indianapolis, Indiana, and the *Master Printer*, Philadelphia, also give correspondence instruction in estimating. As estimating schools are something new and the institutions here mentioned have but recently established estimating courses, we do not care to hazard an opinion as to which is the best.

Rubber-type Manufacturers.

(1225) "Will you please give me the address of rubber-type manufacturers from whom I can buy type in quantities? I am manufacturing a small press for all kinds of type."

Answer.— Superior Rubber Type Company, 260 Fifth avenue, Chicago; Swisher Manufacturing Company, 111 South Clinton street, Chicago; J. F. W. Dorman Company, Baltimore, Md.; Smith Manufacturing Company, 293 Main street, Springfield, Mass.; Fulton Rubber Type Company, Elizabeth, N. J.; W. A. Force & Co., 59 Beekman street, New York city; Robert H. Ingersoll & Brother, 51 Maiden lane, New York city; B. B. Hill Manufacturing Company, 1020 New Market street, Philadelphia, Pa.

Advertising Record for Foreman.

Answering Question No. 1032, in our March issue, Frank Reed, editor of the *Daily Breeze*, Taylorville, Illinois, writes THE INLAND PRINTER as follows:

"In your March number, Question Box No. 1032, I see a query which it gives me pleasure to answer. The question is in regard to an advertising record for a foreman. For years we had been beset with the same troubles that beset the trade, until we became acquainted with, and adopted the use of, Bolen's Ad.-record Schedule, published by J. F. Bolen, a printer of this city. Since the use of this schedule in this office we have experienced no trouble whatever in settling with the most exacting patent-medicine

advertisers, and we can cheerfully recommend the book to publishers and foremen in daily offices of a circulation of from one to twenty thousand. A postal-card request to J. F. Bolen, Taylorville, Illinois, will bring a copy of his Ad.-record Schedule for 1913."

THE SUBJUNCTIVE MOOD AGAIN.

I note with interest Doctor Sterrett's letter in *Printers' Ink* of March 28, alleging the grammatical accuracy of the phrase (in Postum advertising) — "If coffee don't agree," etc. His contention is that it is justified because, "as there is a doubt expressed, the proper mode, the subjunctive, is used."

Marshall T. Bigelow, in "Mistakes in Writing English," (p. 30) says, relative to "The Subjunctive Mood":

"Where a *future* contingency, or doubt or indecision, or a wish, is expressed, the verb should be in the subjunctive mood . . . but where a conditional circumstance which is not future is expressed, the verb should be in the indicative — as, 'If he *know* [knows] the way, he does not need a guide.'" (The word in brackets is the correct one.)

Bain's Higher English Grammar" (written by Dr. Alexander Bain, Professor of Logic in the University of Aberdeen) says:

"As *futurity* is by its nature uncertain, the subjunctive is extensively used for future conditionality. . . . When the conditional clause is *affirmative* and *certain* the verb is *indicative:* 'If that is the case' (as you now tell me, and as I believe) 'I can understand you.'"

Josephine Turck Baker, in "The Correct Word — How to Use It" takes a like view.

The Postum advertising is addressed to people with whom coffee's failure to "agree" is not a matter of future uncertainty but of present fact. The authorities cited above prescribe the indicative in such a case — which would rule out "don't" in favor of "doesn't."

The examples cited by Dr. Sterrett himself sustain this view rather than his own. Here are three of them:

"If he remain, he will hear some good music. If he go before nine, he will miss it."

"If he come, I will see him. If he do not (don't), it will not matter.

"If it rain, we shall not go out. If it do not (don't), we expect to have a pleasant ride."

An examination of these shows clearly that futurity is implied in each of them. "If he remain" — but he may not remain. "If he come" — but he may not come. "If it rain" — but it may not rain. No one would dispute the correctness of the subjunctive mood in such cases. As I have said, however, the advertising of Postum is intended to sell that article to people whose present and existing experience seems to be that coffee does not "agree" with them. Hence the approach to them is distinctly on the "Do it now!" basis. The plural under discussion is practically this: "In view of the fact that coffee agree with you"; or, "In case you are one of those with whom coffee —— agree." Of course the blank should be filled with "doesn't."

However, there is little wonder at any one being puzzled by the subjunctive mood. Already scholars have advocated its complete abolition, urging that the indicative be used instead of it in all cases; and no voice has been raised in opposition, apparently.

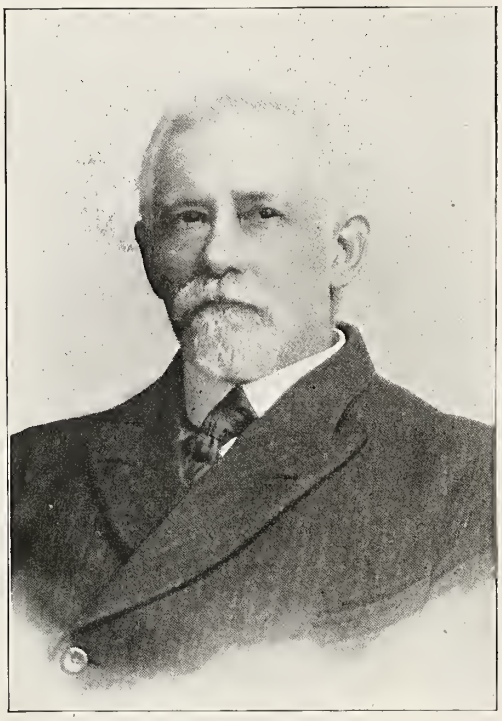
For my part, I wish the gentlemen who are struggling so hard (and apparently so vainly) to reform our spelling would address themselves to the far easier task of getting scholars to agree upon at least the equality, in respect to "good usage," of the subjunctive and the indicative. This will come in time, no doubt, as the tendency is all that way.

If my friend Doctor Sterrett will organize the Association for the Slaughter of the Subjunctive Mood I am sure a good many of us will be glad to enlist under his banner.

Meanwhile, it's "If coffee *doesn't*," please.—*Arthur Elliot Sproul, in Printers' Ink.*

ALBERT BAXTER KING.

Albert Baxter King, former newspaper man, prominently connected with the printing and stationery trade, and, at the time of his death, president of the corporation of Albert B. King & Co., manufacturers of bonds and certificates, died at his home in Brooklyn, on May 19, in his sixty-eighth year. In 1865 Mr. King became cashier of the



ALBERT BAXTER KING.

New York *Evening Post.* He was connected with that journal until 1881, the year that Bryant, Henderson & Godwin sold out to Henry Villard, at which time he was assistant to the publisher. Then he was placed in charge of the Evening Post Job-printing Office, of which he was manager until 1887, when he started in business for himself.

Albert Baxter King was the son of the Rev. Samuel and Mary M. King, and was the last survivor of a family of nine children. He was a man of strong character and independent thought, and had gained the esteem and good will of his fellow citizens, both socially and in a business way. He leaves a wife and three children.

GHEE — GEE !

Ghee, or clarified butter, which largely enters into the food of the natives of India, has risen in price from 4 cents to 20 cents a pound in the past twenty years. Consul Stuart K. Lupton, of Karachi, adds that at the higher price it is said to contain two-thirds of cocoanut oil.



PRUNING.

Photograph by R. R. Sallows, Goderich, Canada.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

First-class Ruler.

(1272) First-class ruler, twenty-three years of age, married, would like to get a steady position in the Northwestern States, or anywhere, if the work is guaranteed to be steady.

First-class Printer-salesman Wanted.

(1302) A first-class printer-salesman, who can get next and get the business in a good-sized, modern dividend-paying shop, is needed in a plant in the Northwest, equipped with monotypes and linotypes. Good man can have interest, if desired.

Knows All Phases of Country-newspaper Work.

(1303) An all-around printer of ten years' experience, thoroughly familiar with all phases of country-newspaper work, twenty-six years of age, would like position as foreman of newspaper office in town of 2,500 to 5,000 population. West or Southwest preferred. Temperate, efficient, reliable. Student of the I. T. U. Course of Instruction in Printing. Capable of taking entire charge of country-newspaper plant, including editorial work.

Cylinder Pressman of Wide Experience.

(1304) Young man with several years' experience in all the different branches of presswork, including the layout of work, make-up of forms, magazine and bookwork, and commercial work, would like to make change. Has been employed in some of the largest and best establishments in the East. Understands two-color presses, automatic feeders, and has worked on most every kind of flat-bed press made. Sober; married; union. Would not consider less than $20 a week.

A1 Proof or Copy Reader.

(1305) Proofreader who has had long experience with some of the best houses, and who is now holding a position that includes accurate copy-reading, wants to make a change. Would accept position as proofreader in first-class house, but prefers to take charge of preparation of copy before it goes to compositor. In this latter work, he believes he could effect a big saving to any institution where first-class work is required.

English, French and Spanish Linotype Operator.

(1306) Young man with about six months' experience on the linotype would like a position in some shop where he would be able to gain more speed and become a competent operator. Is willing to start at low wages, and go anywhere. Can set Spanish and French as easily as English. Present speed about three thousand ems an hour.

Chicago Plant for Sale.

(1307) A small printing plant located in Chicago, with equipment valued at $3,500, is for sale by owner, either whole or half interest, on account of the work being too heavy for one man of his age. Would like partner who would take an interest in everything the same as himself. Also publishes a weekly which has been in existence eighteen years. Rigid investigation invited.

Original, Quick and Correct Job Compositor.

(1308) Position is desired by a first-class job compositor. Quick, correct worker. Man of originality and taste. A1 designer and letterer. Able to work out attractive and up-to-date ideas. Reliable; sober; union. Familiar with German and English. Best of references.

Business Men Want Newspaper Man.

(1309) In a town of 5,000 population, in Georgia, there is one of the best opportunities for establishing a newspaper that one could wish. The proposition will be backed up by the town's best business men, and the right party can make good and have a job for life. It is a progressive little town, and the right kind of newspaper could do a world of good for it. This department will put interested parties in touch with those responsible.

Prosperous Newspaper and Job Plant for Sale.

(1310) Only plant in a large copper-mining camp in the West for sale. Ten thousand people. Fine climate. Plant now running to full capacity. Newspaper full of paying ads. Owner has other business, only reason for selling. Low price, easy terms.

Capable Estimator, with Practical Knowledge.

(1311) Young man, twenty-nine years of age, with twelve years' experience in the printing and binding business, with a knowledge of a most thorough system for estimating and cost-finding, would like to connect with some firm in the capacity of estimator. Thoroughly understands the printing and binding business, including blank-books, ruling and loose-leaf devices. Board of trade experience.

Young Pressman with Art Education Wants Opportunity.

(1312) Young man, twenty-five years of age, with five years' experience in presswork, possessing a good knowledge of art and photoengraving, would like an opportunity to "make good" in some branch of the printing business requiring such knowledge. Would like to submit samples.

Bargain in Job Plant in Sunny Climate.

(1313) In a town of ten thousand population, located in the fruit section of Colorado, there is an excellent opportunity for the party desiring to purchase a first-class job plant. The shop is in good shape, doing an unsolicited business of $250 monthly. Stock invoices $2,200. Can be bought for $1,500. Government to open a reclamation project soon. Ideal climate.

Manager, Superintendent, or Foreman.

(1314) Young man, twenty-eight years of age, with practical experience in all departments, including steel and copper plate engraving and printing, would like position as manager, superintendent or foreman, with opportunity for advancement. Four years manager of own plant; one year in charge of sales and cost departments of large plant in middle West; at present superintendent of modern shop with Auto-press equipment. Understands all modern methods, including cost systems. Good habits.

Book Review

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

Cost of Binding Materials.

A useful chart, showing at a glance the cost of all binding materials in any size blank-book and in various styles of bindings, ranging from a 100-page half-bound cap book to a 1,000-page double-royal, full-leather bound book, has been recently published by the Foote & Davies Company, Atlanta, Georgia. This chart should be of especial value to printers through the saving of time in computing cost of binding material. Price, $1.

The Rand-McNally Pocket Maps.

A copy of the revised 1912 edition of the Rand-McNally indexed pocket-maps and shippers' guides is at hand, and contains much valuable material. These guides are gotten up for each of the States, and contain a map showing the steam and electric railroads, comparative sizes of cities, etc., and accompanied by indexes which show the express companies doing business over each road. To the traveler, business man, tourist and student the Rand-McNally pocket-maps offer the most complete and accurate information of this character available.

"Net Worth and the Balance Sheet."

Every industry is to-day scrutinizing the matter of costs, and the printing trades are very deeply interested. In "Net Worth and the Balance Sheet," by Herbert G. Stockwell, C. P. A., the Ronald Press, New York, the student will find presented in a pleasingly clear and lucid style methods and principles of analyses that can not fail to be helpful and stimulating. Designed for business men and not for accountants, explaining in simple language what the balance-sheet stands for, how to get at the vital facts it contains, and how to determine from these the real condition of a business. Two hundred and eight pages. Half leather. Price prepaid, $1.50. May be obtained through The Inland Printer Company.

"Practical Applied Electricity."

In this electric age every man necessarily requires at least a bowing acquaintance with the principles of the mysterious force that we call electricity. The measurements and forces of electricity expressed in symbols are unmeaning to most men. In "Practical Applied Electricity," by David Penn Moreton, professor in the Armour Institute of Technology, and published by the Reilly & Britton Company, Chicago, the layman will find a reference-book of instruction in electricity admirably suited to his needs. The meaning and application of the symbols of the science of electricity are clearly explained, and problems and answers in electrical engineering are appended to each chapter. The work has 450 pages, 273 specially drawn illustrations, and 50 half-tones, diagrams and descriptions, 4½ by 7¼ inches. The regular edition is bound in black flexible leather, round corners, red edges, gold stamping on side and back. Price, $2 net; postage 10 cents extra. Engineers' edition is bound in black flexible leather with protecting flap and inside pocket; including 16 pages of blank paper for memoranda; gold edges, gold stamping side and back; silk headbands. Price, $2.50 net; postage 12 cents extra. May be obtained through The Inland Printer Company.

Bombay Government Diary.

The manager of Yervada Central Prison, Bombay, India, favors The Inland Printer with a copy of the Bombay Government Diary, annually issued by the government for the use of officials. This work is the compilation of the manager — Henry G. Skeen — and is a notable evidence of painstaking care. The staff of the Yervada Prison Press consists of 350 convicts, supplemented by a small number of paid workers. All machinery is electrically driven, and the output averages fifty million impressions yearly. The large number of workers have their efficiency reduced evidently by the great number of holidays. Each religion and religious sect in India has its holidays, and these are scrupulously respected by the government; so that, with this mixed force from one-fourth to one-half of the workers are inactive on a yearly average, figuring a full-time schedule.

A Valuable Book on Advertising.

In "Analytical Advertising" the author, W. A. Shryer, has presented the subject in a manner different from anything heretofore attempted. It not only discusses psychology direct from the advertiser's viewpoint, but gives actual results of real advertising, with names, dates, mediums, costs, profits and losses. In this way the book gives the advertiser a line on over 350 different publications of America, and the actual producing powers of this number of magazines and advertising mediums is made clear for each separate proposition.

The following topics are discussed in detail: Sensation, Attention and Attention Values, Association, Suggestion, Reason, Instincts and Habits, The Emotions, Imagination, Cumulative Value, Advertising Record-keeping, Records of Conservative Advertising, More Records of Conservative Showings, an Exceptional Business and Its Records, A Woman's Proposition, A Two-inch Copy Record, An Art-school Exhibit, A Four Years' Record, Relative Values of Small and Large Copy, Record of a Most Profitable Medium, A Small But Consistent Puller, Advertising a City, Waste in General Publicity.

The book is illustrated by copy used by successful advertisers, who give the actual returns of every piece of copy shown. It is attractively bound in full cloth, with ample margins for notes and comparative records. The price is $3, and copies may be ordered through The Inland Printer. It is published by the Business Service Corporation of Detroit.

TREZISE TO LECTURE ON ART AND CRAFTSMANSHIP AT DRESDEN.

An exceptional and deserved honor was bestowed on F. J. Trezise when the American Committee urged him to read a paper before the Fourth International Congress for the Promotion of Art Education and Art in Relation to the Industries. The world over, this congress is the most important of its kind. The last meeting, held at London in 1908, was attended by more than two thousand persons. Its importance attracted the attention of the German government, and the congress at Dresden next August will be held under the auspices of that government.

The congress is conducted on the sectional plan, and the affairs of the American Committee are in the hands of



F. J. Trezise,

Who goes to Dresden to address the Fourth International Congress for the Promotion of Art Education and Art in Relation to the Industries.

a committee of which James Frederick Hopkins, of the Maryland Institute, Baltimore, Maryland, is chairman. In extending the invitation to Mr. Trezise the chairman of the American Committee said the congress was getting the finest service in the world, and that America would need display her best talent and greatest accomplishment in the application of art to the crafts. He also said that in Mr. Trezise he believed America had the peer of any teacher in lettering and design, and in the accomplishments through the I. T. U. Course the best possible example of industrial education of that description. In connection with Mr. Trezise's lecture there will be a display of work by students of the I. T. U. Course.

The man so signally honored is a printer who has in a few years attained the distinction of being the craft's greatest schoolmaster. While editing the job composition department of THE INLAND PRINTER and serving as chief instructor of the school, he applied modern educational methods to instruction in typography. This was reduced to a correspondence course, and, owing to the liberal endowment given by the International Typographical Union, is known as the I. T. U. Course of Instruction in Printing. Its principles are being studied by the leading teachers of typography in Great Britain and have been adopted by the State authorities of New South Wales.

Mr. Trezise, who is called to Germany to represent America before the most important gathering of art-and-crafts promoters, was born at Joliet, Illinois, in 1875. He commenced his apprenticeship there in 1890, embarking in business for himself in 1894. Subsequently Mr. Trezise moved to Chicago, set type in several offices, became foreman in Rand & McNally's, studied at the Art Institute and secured work on THE INLAND PRINTER, where he started on a career that has become unique in the annals of the trade.

Mr. Trezise has added several volumes to craft literature, being the author of "Design and Color in Printing," "Letters and Letter Construction," "The Typography of Advertisements," and a handbook on imposition.

Mr. Trezise is happily married and has a promising son.

PATENT-LAW LEGISLATION.

A bill proposing a complete revision of the patent laws, including a provision to eliminate actions for contributing infringement such as obtained in the case of Dick v. Henry recently decided by the Supreme Court, was introduced simultaneously in the two houses on April 11 by Senator Brown, of Nebraska, and Representative Oldfield, of Arkansas, chairmen, respectively, of the Senate and House Patent Committees.

The result of the doctrine of contributing infringement as illustrated in the decision in the Dick mimeograph case is to limit the use of patented and nonpatented articles, and practically to set up a "patent monopoly." Under the proposed law parties selling nonpatented articles for use on a patented machine can not be sued for infringement of the patent, nor can the patentee fix the minimum price at which articles may be sold by retailers, however remote from the manufacturer, as is done at present.

Another feature of the bill is the introduction of a compulsory license clause which is intended to prevent the locking up of patented inventions. It provides that if an invention is not manufactured within four years from the date on which the patent is granted and no reasonable excuse exists for the failure to manufacture, any person may compel the owner to grant a license on such reasonable terms as the district court shall deem equitable and just.

The dissolution of large corporations under the Sherman antitrust act will not effect the result sought for by this bill, for even if such large corporations based upon patents should be dissolved into units, each of the units would have the power to buy up other patents and thereby withhold the use of valuable inventions from the public, and by sufficiently accumulating such patents substantially restrict others from the field of competition in the same manner as obtains at the present time.

Another feature of the bill provides that the term of a patent shall not continue for more than nineteen years after the date on which the application is filed, exclusive of the time the application is held in the patent office awaiting action on the part of the officials, or in such cases by reason of interference proceedings.

Another important feature is the provision creating a

bar of attorneys entitled to practice before the Patent Office, requiring that such attorneys shall demonstrate by legal and technical examination their fitness to give applicants for patents valuable service.— *The Paper Mill.*

SPEAKING OF TROUBLES.

W. S. Meek, agent for the Methodist Publishing House, at Lucknow, India, forwards to THE INLAND PRINTER the following true copy of a letter sent to the head of a government department in that country:

MOST HONOURED SIR,— Understanding that there are several hands wanted in your honour's department, I beg to offer you my hand. As to my adjustments I appeared for the matriculation examination at Ooty, but failed, the reason for which I shall describe. To begin with my writing was illegible, but this was due to a climatic reason, for I having come from a warm in a cold climate found my fingers stiff and very disobedient to my wishes. Further, I had received a great shock to my mental system in the shape of the death of my only fond brother. Besides, most honoured sir, I beg to state that I am in very uncomfortable circumstances being the soul means of support of my fond brother's seven issues consisting of three adults and four adulteresses, the latter being the hain of my existence owing to my having to support two of my own wives as well as their issues of which my God's misfortune the feminine gender predominate. If by wonderful good fortune these few humble lines meet with your benign kindness and favourable turn of mind, I, the poor menial, shall ever pray for the long life and prosperity of yourself as well as your honour's posthumous olive branches.

GOOD BOYS.

"What kind of boys go to heaven?" asked the Sunday-school superintendent.

"Dead boys," yelled the youngest member of the infant class.— *New York World.*



Critics.
Photograph by R. R. Sallows, Goderich, Canada.

Written for THE INLAND PRINTER.

RECOLLECTIONS.

BY EDWARD EVERETT HORTON, SR.

"BARNEY, open all the windows!" An elderly man, his face pale with rage, mounted the stairs of the composing-room of a metropolitan daily newspaper, some years ago, paused and sniffed the air. He was the superintendent, coming upon the scene when he willed. A stern disciplinarian, his posted rules contained many that were fair, some that were weak, and others so obviously in keeping with the compositor's self-respect that they were looked upon merely as ornamental. I am not sure, at this distance, whether it was rule No. 617 or rule No. 23 that inveighed against the practice of pipe-smoking; but I know it was there. So did Slug 37 — for he dearly loved his pipe.

Slug 37 lived in Jersey. After the paper had gone to press it was his custom to put in an hour distributing type, which done, he scampered for the ferry. It was after Christmas, one morning, when beneath his frame lay a gift from home — a meerschaum pipe, a present from his boys and girls. There was no other person present when that pipe was lovingly taken from its case, filled and puffed by Slug 37; and a pen more facile than mine would be required to describe the smoker's enjoyment. So soulful was this satisfaction, indeed, that Slug 37, glancing at the clock, started in amazement, snorted, laid down his precious pipe, grasped coat and lunch-basket and was gone. Time had passed as if fanned by angels' wings.

The superintendent had in mind an "interview" with Barney, the janitor, that morning; hence his early coming. The scent of tobacco-smoke still lingered, and it was this that caused the command. The janitor did as ordered, while furiously the superintendent visited aisle after aisle. Suddenly he pounced upon the offending pipe. Seizing it, he advanced unhesitatingly to the Park Row side of the building and hurled it to the street. . . . Law had been upheld; justice had been vindicated. A fellow workman had had the temerity to comfort himself after a night of hard composition by a means harmful to himself perhaps, but to no one else; yet, in the performance a rule had been violated; "the gift from home" lay dashed to pieces as a consequence.

* * *

Another example of the "rugged justice" of the superintendent under review may be cited. Times were dull; there was an influx of substitutes. Indeed, in the history of that composing-room there were never so many men hanging around looking for work, some drawing one night a week, others drawing blanks. It was a serious situation, the men agreed, and so a committee of ten was appointed to wait upon the modern Solomon.

"Mr. Blank," said the spokesman, "we have come to see if you can not diminish the number of subs, so that such work as is given out will keep us going at least three nights in the week. We, of course, do not like to ——"

"How many subs are there?" was the curt query.

"Twenty-seven."

"How many do you want me to discharge?"

"Well, ten men less from our ranks would give the others a fair show."

"Very well then; consider yourselves discharged. There

are just ten of you, ain't there?" The twinkling eyes of the superintendent counted them quickly.

* * *

In another city, in the old days, an ambitious youth fresh from the green fields of the eastern shore of the State essayed typesetting on a daily newspaper. He was a swift — not the equal of Ahrensberg or of the ever-young Vic Loomis, perhaps — and he was of vigorous build. The first hour of composition was marked by four interruptions — fellow workmen visited his frame lugging twenty-two inch galleys. Verdant Green thanked each visitor politely, placed each galley on a case beneath him in the rack, and, forgetting the circumstance, proceeded merrily in assembling the types into words.

Soon there broke upon the stillness a roar — we who knew Foreman Barndollar need not guess at the evil portent of that loud cry — "Who's got galley 4 X?" Verdant Green received a nudge from a neighbor. "You have that," he said; "better answer up." The young man pawed the proofs beneath him.

"Galley 7 B — 6 M — 14 C?" again came the demand.

"Heah!" called back the puzzled young man; "heah they ah!"

The foreman approached, surveyed with puzzled look the array of galleys on the case, attempted to articulate a few choice words, failed, and withdrew. "Jim," he said at last to his make-up, "just wheel that turtle down to No. 17's frame. We'll go to press from that end of the room to-night."

* * *

Snuff is a harmless substance when properly handled; when, however, cayenne pepper is added to it, the whole presents a formidable defense against prying noses. A foreman had come into his own — that is to say, he had proved his worth to his employers as head proofreader and, for services rendered and promises made, had received the post of superintendent of the composing-room of a New York paper. He was a man of large build, but his nose was small; nature stamped him a prying, fault-finding man, and the good dame never errs. He was a tidy man; his aim was to make every other man tidy. He had printed rules and regulations, not only for the guidance of compositors in their work, but rules bearing upon decorum, proper conduct; rules relating to the care of cases, of frames; and, above and beyond all, rules regarding the accumulation of pi in the run-over boards so common to compositors twenty years ago. "At the end of each night's work," the injunction ran, "each man must clear up the pi in his run-over board," etc., on pain of confiscation of said board for failure to obey.

Slug 3 had been arraigned before the bar for failure to distribute his pi; so had Slug 16. Both men appeared among their fellows bearing outward and visible signs of having had a wordy row. The superintendent had relented in so far as to keep their boards for a week, instead of confiscating them for good and all, and these workmen muttered strange things one to the other.

Slug 19 — a very quiet man — listened attentively. That night, as luck would have it, he "drew" heavily on market copy, and his run-over board was much in use in spreading out picked-up matter. Before he departed in the morning he placed the board, loaded with pi (and with something else in the slits of the instrument) in its accustomed place and went home happy.

The next afternoon, upon appearing on the scene to distribute type, he discovered the loss of his board. He called loudly: "What gentleman took a run-over board from Slug 19's frame?"

An ominous silence fell. An emissary approached. "You are wanted at the desk," he said.

"I found this when making my rounds this morning," the superintendent began.

"Under my frame?" inquired the culprit. "If so, it bears my initials and is personal property." (Discerning man, he knew that the superintendent was near-sighted and that, to clinch the proof, he would be compelled to draw the board closely to his eyes.)

The superintendent's nose almost touched it. The next instant there came an explosion. The snuff-and-cayenne pepper bomb had burst. "A-choo! A-choo! Waugh! Tsch — tsch — tsch — a-choo!" The board dropped from the holder's fingers. Slug 19 calmly walked away.

If any man in authority courts the displeasure of independent, skilled compositors, let him adopt a system of petty fault-finding, of "small" things in actions and words.

A GLANCE AT SOME GREAT PRINTERS.

With something of a patronizing air — likewise a look of having reached industriously through history for illustrations — the lecturer of the young is inclined to say, "Do not give up striving. In our country the man who has the will may become great. Though only primitive in their younger days, Benjamin Franklin and Horace Greeley won the highest distinction."

If that pair of illustrious Americans were the only great men who began their career as printers, the average typo might naturally think something radically wrong with his calling. The fact is, it has much in it to lead a person to make his mark in the world, if we may judge by the very large number of persons who passed from the type-case to the seats of the mighty.

Franklin and Greeley are not the only pebbles on the beach. The world would be surprised to know the number of compositors who have adorned the various professions and walks of life. Poets, statesmen, editors, humorists, authors and reformers — many of these of more than national reputation — have served an apprenticeship at the trade.

To the question, "Who is the best-known humorist in the world?" perhaps the ready answer would be "Mark Twain." He was apprenticed at the age of thirteen, and worked at the printer's trade in St. Louis, Cincinnati, Philadelphia and New York; and yet he was only thirty-four years of age when, after traveling in Egypt, the Holy Land and other countries, he published his "Innocents Abroad" — a work which became so immediately popular that one hundred and twenty-five thousand copies were sold in the first three years. That was swift climbing for a printerman, was it not?

Almost as popular at one time as any character given us by Mark Twain was "Mrs. Partington." Her droll expressions were, and are yet, household words. The creator of "Mrs. Partington" was Benjamin P. Shillaber. He wrote her life and sayings in 1854. After a common-school education he became a printer. It was his custom to "compose" while sitting at the case, using type instead of resorting to pen and paper. For ten years he was the editor of the Boston *Post*. He wrote several books, some of them for children.

The foreman in a New York printing-office who gave Horace Greeley his first work when he entered that city as a journeyman printer was William T. Porter. Porter rose

to eminence, and published the first sporting journal in the United States.

About the time Porter's sporting paper was begun, the *Liberator* made its appearance in Boston. The printer who founded this little paper — William Lloyd Garrison — did more to free the slaves and hasten the war between the States than any one of all our millions of men and women. That was going some for " only a printer," too. His paper was published for thirty-five years and was discontinued only after slavery became a thing of the past. Among the Northern-manufactured saints perhaps he does not stand second to John Brown, conspirator and murderer. The earlier poems of Whittier were published by Garrison, and his encouragement of America's greatest poet makes us almost forget that he declared that the Constitution was a league with death and a covenant with hell.

Some six years before the war Walt Whitman, the printer, published his " Leaves of Grass," which attracted attention in Europe as well as in America. As the poet Whittier was a fine shoemaker, so Whitman was a carpenter as well as a printer. Some critics regard Whitman as the leading American poet.

Probably there has never been a more popular newspaper correspondent in Washington than Ben Perley Poore. He served an apprenticeship in a printing-office in Worcester, Massachusetts, but at the age of eighteen he began publishing a newspaper in Georgia. Finally he went to Washington. During his life of thirty years there, he made the acquaintance of many great men, and was much admired in society. He wrote the campaign life of President Zachary Taylor, of which eight hundred thousand copies were sold. One of his most interesting books — one of the most interesting of all man-made books — and to be found in the Carnegie Library in Nashville, is this printer's " Reminiscences of Washington Life."

" The Old Oaken Bucket " was a popular song in drawing-rooms when Poore was a young man. Its author was Samuel Woodworth, and it embalms in undying verse the most touching recollections of rural childhood. He learned the printer's trade in a small Massachusetts town. He was one of the founders of the New York *Mirror*, with which the names of Poe, Willis and George P. Morris are connected. His nephew, F. C. Woodworth, a printer, was the author of several juvenile books widely read thirty years ago.

While speaking of poet-printers we should not forget Bayard Taylor, who was the translator of Goethe's " Faust," and our minister to Germany in the seventies. He spent two years at the case, then bought his time of his employer and went to globe-trotting.

The dean of American letters, Dean Howells, spent many years setting type in the newspaper office of his father.

Among the printers I can recall at present who reached the position of United States Senator were Edmund G. Ross, of Kansas; Simon Cameron, of Pennsylvania, and Jeter C. Pritchard, of North Carolina. James Phelan, an Alabama printer, was a member of the Confederate Senate. Pritchard was born in East Tennessee. Ross was the Republican Senator whose vote saved Andrew Johnson from impeachment. When his term in the Senate ended he was " blacklisted " by the Republicans. In 1885 he was appointed governor of New Mexico by President Cleveland.

A member of the cabinet of President James A. Garfield was T. L. James, Postmaster-General, who gave us two-cent postage. He learned the printer's trade in New York State. Later he was postmaster of Gotham — appointed first by President Grant, and later on by Mr. Hayes, who was given the presidency over Tilden, who was elected.

Most great thinkers throughout the world are acquainted with " Progress and Poverty," a book on political economy. Henry George, the author, set type a weary while in California, becoming famous, however, by the time he reached forty.

Perhaps one of the ablest divines of his day — a great orator and a noble type of the Christian — was Bishop H. H. Kavanaugh. At the age of thirteen the man who did so much for the spiritual uplift of humanity was placed in an office at Paris, Kentucky, to learn the printing business.

May be it was natural for the " typesetter " to drift into journalism, becoming publisher or editor. A generation ago Samuel Bowles was one of the editors with a national reputation, ranking with Greeley, Dana and Watterson. At the age of seventeen he began setting type for the Springfield (Mass.) *Republican*, the paper having been established by his father. At twenty-five he became its editor. By 1851 the *Republican* had the largest circulation of any New England paper outside of Boston. Its reputation, through his influence, spread to every State.

As famous as Bowles (who died at the early age of fifty-two) was John W. Forney. He began work at the case when sixteen. A few years after reaching his majority he had a paper of his own, which was so influential among Democrats that President Polk in 1845 appointed its editor to a high office in Philadelphia. From then on he was continually before the public, publishing and editing papers in Philadelphia and Washington.

During the war Forney was Secretary of the United States Senate. He was once a candidate for United States Senator, but was defeated by printer Simon Cameron. Among his interesting and valuable books are " Forty Years of American Journalism " and "Anecdotes of Public Men." I have referred to Cameron as Senator, but it should not be overlooked that in the convention which nominated Lincoln for President he was also a candidate, and that at the beginning of the Civil War he was Secretary of War. At the close of the struggle Senator Boutwell said in a speech at Cooper Union that the defeat of the South could be credited to three things: " The Union army, the Union navy, and the Nasby letters." Now that was a wonderful force accredited to one ex-printer, making him as influential as either the whole army or the entire navy.

The Nasby letters (which appeared in the Toledo *Blade* after peace and before that in the Findlay *Jeffersonian*) were written by David R. Locke, his pen name being " Petroleum V. Nasby." Lincoln and Grant both wanted to appoint him to office, and though a Republican, he declined. Locke wrote half a dozen books.

Among other great editors and publishers who began life like Franklin and Greeley were Thurlow Weed, a journalist for fifty-seven years, and one of the earliest advocates of the abolition of imprisonment for debt; Robert Bonner, founder of the New York *Ledger;* T. B. Peterson, the great Philadelphia publisher; Lelleck Osborne, Democratic editor who in the days of the Federalists was imprisoned for libel — a sin against free speech which caused indignation meetings to be held throughout the United States; William L. Stone, author and editor, in whose newspaper establishment Thurlow Weed was a journeyman, and William Duana, to whose influence as editor of the Philadelphia *Aurora* Thomas Jefferson said he attributed his election as President.

There are others — but I am not writing a book.— *Will T. Hall, in Nashville Banner.*

SOUVENIR OF CELTIC ART AND ARCHITECTURE.

For the past forty-four years the Friendly Sons of St. Patrick, of Cincinnati, Ohio, have given a banquet on St. Patrick's Day. This year the occasion was made notable by the distribution to the guests of a handsomely illustrated and printed book. This book is bound in green cloth and boards. The lettering and border ornamentation are in gold — the principal feature being the noted Round Tower of Glendalough. The lettering is copied from Celtic inscriptions in stone. The border is a double-cross pattern taken from a pillar stone at Glen Columbkill. There are forty leaves printed on one side only. The square-finished half-tone plates appear to advantage on the heavy, dull-finished paper. Each page is enclosed with a twenty-four point outline border in gold. The thirty half-tone illustrations depict early examples of Celtic architecture, and include high crosses, round towers, abbeys, cathedrals, churches and chapels. All of the half-tone plates have descriptive matter. The arms of the society adorn the page preceding the title, and are in colors and gold. The title-page is in black



CROWN CROMLEACH, CARRICKGLASS, COUNTY SLIGO, IRELAND.

with red initials, highly ornamented. The introduction reads in part as follows: "Celtic architecture is divided into two great divisions, the earlier or Pagan, such as is exemplified in Cashels or the barbaric fortresses, in the strange beehive huts, in the Cromleachs or 'giants' graves,' in the Great Tumulus or burial mounds, as at Newgrange; in these structures the materials are held together by their own weight. The second or Christian division is distinguished by the use of cement in construction, and the discarding of the circular form of architecture to that of the quadrangular."

Among the interesting views shown are types of early Celtic architecture, including also representations of high crosses and ancient grave stones, these being ornamented in a manner peculiar to the period.

The Cromleachs or "giants' graves" are interesting rude stone monuments. These stones were probably erected as memorials to heroes killed in battle. The Crown Cromleach, in County Sligo, is of immense size, the top stone — rectangular in shape — of limestone, weighing over seventy-five tons.

The Round Towers of Ireland have been the subject of much speculation. Recent researches by authorities on Celtic architecture agree that these towers were built only in the ninth, tenth and eleventh centuries, a period in which took place a transition from the entablature style of the early Irish architecture to the round-arch decorated Celtic Romanesque. All of the round towers have the same general appearance, and range in height from 50 to 125 feet, and measure at the base from 40 to 60 feet in circumference. There were 118 of these towers standing at the beginning of this century.

The Round Tower of Glendalough is 110 feet. It is built of granite blocks, roughly squared with inclined sides. The walls are of rubble masonry of mica slate from the adjacent mountains. St. Kevin's house is the oblong building with a high pitched roof; here is a round tower as a part of the structure. This was not a part of the original building, but probably was added after the death of its founder.

High crosses were preceded by pillar stones, which were small and not so ornately carved, being used principally to mark boundaries and to commemorate individuals. The high crosses also served this same purpose. They were first erected in the ninth century, and show from their modeling and decoration that the early Irish artisans were acquainted with the art of Byzantine and Roman schools. They were skilled in the use of hard metal and fine-edged tools, as the wonderful relief stone-carving shows.

The Friendly Sons of St. Patrick are to be congratulated on the production of such an artistic bit of printing.

The designing and the execution of the mechanical part of the work is by the Schultz Printing Works, Cincinnati, Ohio.

THE OLD MAKE-UP RULE.

Some blear-eyed son of a goat, without fear of the Lord or hope of the hereafter, has stolen my make-up rule. I have sent for a half-dozen. Maybe out of the bunch one will develop which will in a measure take the place of the old friend who is gone.

Not that I expect there can ever be another just like it or just as good, for that were impossible. "Old Humpy" came to me in the years of early manhood, when the pulse beat high with hope, and every cloud was lined and fringed with a gold that did not fade, when the blue waves of Lake Michigan had a diamond on every foam-studded shield that flashed in the sunlight. Those were joyous old days, and the delight of life was strong within me, whether I stood at the case with a hundred others, and lifted the lead with the nimblest of them all, whether I worked over the stones with the crackerjacks, whether I bothered the life out of old Jerry in the ad.-room while getting up more inches of ads. than any man before or since, or when my shell pierced the dancing waters, or when my taut muscles answered to the call when the sobbing breath over my shoulder told me that others were in the speed bunch that day, and drawing vigor and lightness of foot in the frost-tingled air.

The old rule never flinched when the hand of disease robbed me of the might of sinew and bloom of the skin. It went with me when, grasping at a straw, I sailed away to try to find those treasures that were lost, under the smiling

skies of the South Pacific, and it as cheerily helped remove flakes of rust that existed only in the imagination of the master of the twenty-pounder as when in good old Chicago it performed the offices for which it was made. It staid with me when, in the blazing hell of the Arizona desert, good old Lawton brought streaming death to the red fiends who had murdered until they thought that the white man's vengeance was a joke. I used it to loosen a bit of the breech-block of my Krag when it grew smoking hot in the fight at San Carlos, and though it bent double under my excited grasp it remained stanch.

The old rule was no aristocrat. It served just as well to help the corks to come popping out of the joy-water for a merry crew that thought not of the cold-gray dawn of the morning after, but no better than when it helped make a long green watermelon bark up at me as its rind was pierced to the bursting point for a lot of hungry wolves pausing with blistered feet and dreading to hear, every minute, the hike-hike-hike-you-devils-hike of the bugle. I could depend upon it to open a can of sardines. It was equal to the task when in the dead of the night the gasoline engine gave a cough and its spirit went unto that land where the whang-doodle mourneth, and there was a coat of carbon to dig out of the valve seat, a sparker to brighten, ere the genii of the gasoline chased away words that smoked, and the hum of the old cylinder told of the coming of day and the laying of damp sheets on many a breakfast table.



ROUND TOWER, CATHEDRAL AND ST. KEVIN'S HOUSE, GLENDALOUGH. COUNTY WICKLOW, IRELAND.

I don't know just how many years the old rule and I ranged the country, swept the seas and walked in the paths of peace and war, in sunshine and shadow. I do know that since it came to me, the careless, aye wild, crew that in the morning pasted their strings have for the most part no use for its kind. Their gray heads have nodded and nodded to the last sleep. Perhaps a few old chaps live in the past up there at the Home, or bend over cases in little country shops, somewhere, I don't know. I do know that "Old Humpy" will never be borrowed to remedy an unworkmanlike slash of the long strips that bore to the business office the proof of the dexterity, the marvelous skill of the compositors of those days. Shorty, and Old Jim, and Peleg Cole, and Scotty have these years agone, passed before the foreman's desk and hung their cases on the hook. All but a few of the old bunch have shown up on the sheet which is printed upon beaten gold — and something tells me that a superintendent who weighs the good against the bad, and who is infinitely merciful, has bidden them jeff for their take-slugs, and shake the box for takes that have no solid, no "Dutch tables," and where there is neither cold, nor hunger, nor hot coppers, nor remorse.

I just want another make-up rule. I do not expect to get another Old Faithful. Perhaps I don't deserve it, now that the sands are running low in the glass, and when I pick up the stick, the clicks are so far apart that the little silences remind me that in the course of time it is not long that I will need an "Old Humpy" to lift in the shining slugs, the murderous substitutes for the trim lines that once lay before me on the galley, waiting for the hand-over-hand lifting into the forms. My old friend never failed me there, though sometimes — I say it now with an understanding of the shame of it — my body lurched and my head swirled. It bore the humiliation of that, for "Old Humpy" was of truest steel, you know. It was just as patient when, many and many is the time, my brain reeled under the weakening touch of disease, and I had to lean against the stone for the simple reason that I had not strength to stand. Painfully, handful after handful was stored away by that faithful old marshal, and when the day was done it clinked cheerily in my pocket as I hobbled off to disturbed slumbers, just to remind me that it might be worse, and that perhaps in the sunset it would be better.

It was all the same to "Old Humpy," so long as the loved master pushed the curve. In its time it placed in the columns the stories of falling empires, of battles in which men cheerfully murdered each other and called it a patriotic privilege, of the seating of kings and queens that were to make or mar the pages of history, of the pomp and pageantry of the great state balls, of the solemn inauguration or the long-winded messages of Presidents to a Congress that too often forgot that their duty was to serve and not to graft, of the wonderful things that Tom Edison had done, of the tragedy in the squalid tenement, of the flirtations of the idle rich and the swapping of wives of the sons and daughters of millions, of the struggles of the pioneer, of the building of great institutions of learning and houses of mercy, of the progress of toiling myriads just learning that one does not have to have a master with

a whip to be a slave, of the thousands and thousands of fragments in the flotsam and jetsam that was borne to the telegraph desk by electric wings from the four corners of the earth.

It was all the same, when my straying feet led to more peaceful paths, and the types, and again the slugs, told of the ripening corn, of the long arteries of the canals that were reaching out and making the desert bloom with flowers man never saw before and in turn to nod with yellow grain, of the banks of living green where the sagebrush had been, of the red gleam of apples in the glistening foliage, of the stilling of the pulse of the old buffalo hunter and the birth of his grandson, of the rustic two who joined hands in what to them was a blaze of glory and stepped with unfearing feet out into the long march that is lined with tears, with the stumbling-blocks of adversity and the trials that will come no matter how fair the dawn.

Forever was "Old Humpy" faithful. There was a joy in his lean sides when he helped to repair his little master's wagon, and it was a small task of sacredness when I used it to tighten the screws in the little casket that was to take away from me much of the joy and light and laughter of life, and banish forever the hope of the closing day. The curve was wet with a moisture that came from no sponge when I placed away in the long columns the story of my father's passing, which struck the common chord of other men who had been given the legacy of such a memory, making a melody that has reached around the world, and been sung in every tongue.

In seed time and harvest, in the cold of the wintry blasts, in the sweltering heat of summer, in health, in illness, in joy, in triumph, in the ashes of defeat I knew that I could depend on "Old Humpy." His was the metal that never yields to the hot breath of passion, or infamy, or bends when the tongue of slander calls all else before a judgment that we are told is the right of a higher magistrate. No one ever knew, and certainly I who knew him best, never knew him to be other than the strong, deep-nerved, loyal warrior that he was in all those years in which he proved his right to a knighthood that should have been ended in flowers and grateful memories, with an eulogy more eloquent than his grief-stricken master can command.

I have sent for a batch of new rules. Perhaps I may find a new and dependable "Humpy." I am not fool enough to think I can ever find another such as my old friend who is gone.—*Will Robinson, in the Roswell (N. M.) Register-Tribune.*

TIGHTWADS.

BY A. H. M.

We've always got along with what we've got,
And we've got to do so now.
No use to kick, for the boss is hot —
Just get the work out — somehow.

No slugs in the rack, no leads or sorts,
Just scrabble and mark up time;
So we walk around like a bunch of warts
Spendin' dollars to save a dime.

PROBABLY TURNED ON HIM.

W. C. Wilson, who has been driving the Valley Heights children to and from school this winter, is confined to his home with rheumatism.— *From a Prosser (Wash.) Newspaper.*

A reader at Prosser who called THE INLAND PRINTER'S attention to the above item insists that it is not the case that children in Washington do not take kindly to education.



WEST CROSS, MONASTERBOICE, IRELAND.

IT HAPPENS.

The Woman — Here's a wonderful thing. I've just been reading of a man who reached the age of forty without learning how to read or write. He met a woman, and for her sake he made a scholar of himself in two years!

The Man — That's nothing. I know a man who was a profound scholar at 40. Then he met a woman, and for her sake he made a fool of himself in two days! — *Cleveland Leader.*

CASTING-OFF MANUSCRIPT.

This refers to finding an estimate of the approximate extent any given manuscript or reprint will make when set up in type. Sometimes it refers to finding what type will be required to set a job, the extent of which — or rather the limit — has been specified by the publisher.

It is very important work. Much depends upon the calculation. The printer may have to furnish a complete estimated cost of the job; the publisher may order the paper to be of a definite weight and quantity; the binder may have his boards ready in advance, and the publisher, again, may have advertised in his forthcoming list of books the selling price of the book — all based upon the caseroom cast-off of the manuscript.

Generally this work is delegated to one person — either overseer, reader, storekeeper, or compositor. The special qualifications are: A thorough knowledge of type ratios, a good arithmetician, and an all-around knowledge of the "office's" resources.

But there are opportunities for "young blood" occasionally doing their own calculations. It is interesting and fascinating work. And while there is much to learn, there is nothing but what can be mastered.

Now, there are various methods adopted from time to time to find the "extent" of a work.

1. LINES METHOD.— Should the manuscript be evenly and regularly written, what is called the Lines method is adopted. This consists in setting up, to a specified measurement and a specified type, part of the manuscript until a completed line of type coincides with a completed line of "copy." Say 12 lines of type take in 16 full lines of manuscript, the calculator will count out all the lines in the manuscript. Say the total reached 15,000 lines, by proportion sum we find 16 : 12 :: 15,000 = 11,250 lines. I would add two and one-half per cent to allow for extra blanks. This would make a gross total of 11,530. Now suppose there are 35 lines of text per page, divide 11,530 by 35, and the answer is 330, which is the estimated number of pages the manuscript will make in type, exclusive of preliminary and supplementary matter.

2. PAGE METHOD.— This may be an extended form of our Example No. 1, or resorted to for Example No. 3. In the former case, the calculator having had a complete page of type set up, marks off the extent of the manuscript absorbed, and then by proportion sum finds the number of pages the manuscript will make in type. In the latter case, however, the words in the type area are counted, and this total is used as the denominator, against the total number of words in the manuscript.

3. WORDS METHOD.— This, unfortunately, is the more usual method of casting-off manuscript. The writing is so unevenly done, the pages are not of one length, erasures are frequent, and additions appear throughout, that the only safe way to estimate such a manuscript is to find the number of words it contains. Suppose, then, we find there are 50,000 words in the manuscript. To this I would add five per cent for blanks. In some cases it might be advisable to add a higher percentage. Our gross total would then be 52,500. Turn now to the page of type set up from the manuscript. Count off the words *it* contains. Suppose we find there are 250 words in the type area. Divide 52,500 by 250 and the answer — 210 — is the estimated number of pages the manuscript will make in type, exclusive of preliminary and supplementary matter.

4. Suppose, however, a publisher notifies that he has a manuscript of 70,000 words, and desires an estimate for a crown 8vo book of 320 pages. In such an instance the printer will have to "find" the type and the measurement. Proceed thus: (1) Deduct 8 pp. or more for preliminaries. (2) Add five per cent to the number of words in the manuscript, which gives a gross total of 73,500. (3) Divide the number of words by the number of pages in the book — that is, 73,500 by 312 = 236 words per page. In the absence of data allow 6 ens per word. $236 \times 6 = 1{,}416$. The problem now is to find what type comprising 1,416 ens will come into a crown 8vo page. (4) A fairly sized crown 8vo page measures 20 picas wide by 36 picas for text. $20 \times 2 \times 36 = 1{,}440$ ens. As there are 1,440 ens in the type area, this should suffice for the 1,416 ens of the manuscript. The printer therefore makes out his estimated cost based on *pica* type.

5. Suppose, again, a manuscript containing 1,000 words is submitted to a "display hand" to be set up as an advertisement page measuring 33 picas wide and 51 picas deep. Space is required for an illustration block measuring 3½ by 2 inches, and 1 inch full measure for display lines. Here the estimate will also be to find the type. Proceed thus:

Page measures 33 by 51 picas
=5½ by 8½ inches = 46¾ inches actual area.
Deduct — Illus. 3½ by 2 " =7
Display 5½ by 1 " =5½
12½

Words: 1000 Leaving 34 sq. inches for text matter.
Add 5% 50 36 = picas in sq. inch.

1050 × 3 = 3150 ens. 1224 ens of pica.
1224 : 3150 : : 36 = 93.

As there are more word-ens than pica-type ens, it is evident a smaller font will be required. By proportion sum we get answer 93. A square inch contains *more ens* of a smaller font than of pica, hence the arrangement of our terms. By reference to the table of type ratios we find that *minion*, which has 103½ ens to the square inch, will require to be used to get all the matter in.

6. The most difficult calculation occurs when the manuscript comprise text, large and small illustrations, extract and tabular matter, poetry, footnotes, etc. Here sufficient allowance must be made for blanks; because "whites" appear before and after illustrations, extract and tabular matter, poetry, etc., and before footnotes. The calculator must cast off each item separately, and he would be well advised to proceed chapter by chapter. The total area of the illustrations should be carefully ascertained, and divided by the area of a page. This will give the number of pages the illustrations will occupy. Poetry may be readily counted, by the Lines method. And it may be possible to treat extract matter and footnotes also by "lines"; the Words method being resorted to when items are extensive.

TYPE RATIOS.— For convenience the ratio of type bodies — pica to pearl — are here appended. The figures are the number of ens contained in a square inch of the font mentioned:

Pica	36	Brevier	85½
Small pica	48	Minion	103½
Long primer	56	Nonpareil	144
Bourgeois	72	Pearl	225

At a glance, one can see that matter set in pica occupies *four* times the space of nonpareil, *twice* that of bourgeois, and a *half* more than long primer; small pica is *three-fourths* of pica; and minion a *third* more than nonpareil.

A USEFUL HINT.— The details of each cast-off should be fully entered in a cast-off estimate book, and each entry indexed. Then at the conclusion of each job a statement bearing on the correctness or otherwise of the estimate should be noted.— *Raeburn Bodkins, in Scottish Typographical Journal.*

Written for THE INLAND PRINTER.

OUT OF THE HELL BOX.

BY EDWARD SINGER.

JUST A RIME.

Printers and craftsmen, one and all,
On just one subject hear me prate;
The leaves of summer always fall,
Old Time was never known to wait.
Your fingers slender, quick and straight
Will crooked grow, so heed this scrawl:
Work, ere your working time grows late,
Save, ere the coin's beyond recall.

The stones rot in the garden wall,
The hinges crumble on the gate;
Once springy were the steps of Saul,
And Alexander once was great.
The aged Lear bemoaned his fate,
So printers short and printers tall,
Work, ere the working days grow late —
Save, ere the coin's beyond recall.

The aged woman in a shawl
Begs daily bread, and scowls in hate;
A young man dissipates his all,
Nor reckons old Time's interest rate.
Swear by the little kids and Kate,
To save a portion of your "haul."
Work, ere *your* working days grow late,
Save, ere the coin's beyond recall.

MISDIRECTED ENERGY.

"Pa, what is misdirected energy?"

"Spending four hours setting an intricate rulework job when the customer prefers it set in a simple style."

PI.

The wealthiest men are the men who like work.

The newspaper humorist is seldom a hero to the man who sets his matter.

The hardest work in the print-shop is trying to make the time go fast.

DRAW THE LINE.

"Old wine, old friends, old books,"
Old pictures, chairs and pipes,
Old steins, old quiet nooks,
But "can" the ancient types.

A WARNING BELL.

"What's the bell on your desk for?" inquired the ink salesman.

"The bell, suh," replied the proprietor of the Quick Print Press, "is to warn the foul-mouthed fiends back in the pressroom whenever there's a lady in the office. I'm from the South, suh, and protect the ladies at all cost, suh."

SUICIDE.

There was some difference of opinion as to how the reporter met his death. Some said he was murdered, while others maintained that he took his own life.

But the coroner's verdict explained it all.

"We find," it read, "that the deceased committed suicide by blowing his brains out with cigarette smoke."

DRIVEN TO CRIME.

For years the drivers of high-speed cars had refused to slow down when passing the country editor's home. Two cows and one horse had been killed. Also an only child.

Finally he lost patience.

Converting half of the old homestead into a tavern, he nailed the following sign on the old elm by the roadside:

THE SIGN OF YE BRINDLE COW'S BONES.

Fine Wines and Liquors.

The scheme worked well. In six months' time but two autos refused to slow down, and then, as the simple villagers put it, "the shofers wuz so tamaracked they couldn't see."

Bethel Church, of course, condemned the action, and dropped the editor's name from the rolls; but, as he said in his plea for reinstatement before the official board: "When one is up against it, what can one do?"

ELEGY.

The weary 'prentice homeward wends his way
So very tired he can hardly see:
He set one job and pied three jobs to-day,
And left the job to throw 'em in to me.

If he e'er blushed, his blush was all unseen,
He never dreams he has peculiar ways.
To-morrow he'll explode the gasoline,
And next day he will strike me for a raise.

THE FABLE OF THE COUNTRY EDITOR WHO TRIED TO BE ECONOMICAL.

Once upon a Time there was a Country Editor who couldn't afford to buy Good Material. He purchased White Pine Reglets in Strip Lengths, and cut 'em with a Barlow Knife. He couldn't afford to buy Triple Fonts of Type, so the 45-a, 18-A Fonts had to be good enough for him. He generally had about Enough of each Size to set "Dealer in" and "Mfr. of." Any piece of Copy that required any more Letters than that had to be set in the old eight-point Modern. His supply of Job Inks was also Limited. His Best Goods of Black cost about $5 per Ton, and turned to a Beautiful Cloud-Gray color on the Stock. When it came to Colorwork he used Poster Red exclusively, and it looked Real Nice — to the Opposition Editor and Job Printer down on Center Street. The best Bond Paper he used stood him 7 cents per pound, and he worked beautiful Half-tones on it with his $5 per ton Gray Black. He couldn't afford Anything Better, and that settled it.

But there was one Department of the Game in which he really Shone. Every Fourth-o'-July he put on an Extra Hand and printed the *Gazette* in Three Colors — Red, White and Blue. He sent to the City for a Two-color Electro of a large Flag, and this stood him about Five Bones. The Extra Hand cost him about Ten Plunks for the week, and a pound of Poster Blue stood him Another Plunk. Nor was this all. Every Xmas he made another Big Splash, and the *Gazette* came out as a sixteen-page Sheet, with swell pictures of Old Kris, Xmas stockings hanging by the Cheery Fireside, etc. He tried to make the Ads. pay for this Plunge, but the Merchant Princes of Putnamville wouldn't fall for it, and he went from 40 to 50 Good Silver Dollars in the Hole. Same way with his Large Industrial

Edition and County Fair Splurge. They both stung him hard. Then when the Salesman from the Type Foundry came around, Ye Editor read him a Bitter Editorial on the Financial Stringency in the Money Market.

All this was Bad Business, but he wouldn't Set Up. Strange as it may seem, he was proud of his Bum Job Department. Each month he issued "*The Yellow Thomas Cat*, House Organ of the Gazette Printing Company, wherein is done Good Printing." This publication consisted of sixteen pages, printed on a Fine Grade of Poster Stock, with a salmon-colored Cover that cost nearly 4 cents a pound in Broken-ream lots. The Organ was filled with clever witticisms like this:

"The Putnamville *Gazette*
Does Job Printing right, you bet,
We printed all of Sunny Jim's
Stock of Business Cards for him;
When he saw them he did say
Print some more cards right away."

The Cloud-Gray-Black and Imperfect Register on the *Thomas Cat* harmonized beautifully, and the House Organ did its Work — that of Killing Business — in A-1 Style. It cost Ye Editor about Twelve Dollars per Issue to get it Out.

Then came the Big Event in Ye Editor's life. It Struck him that if he formed a Combine with his Competitor down the Street, there would be more Coin in it for both of them. So he dropped into the *Optic* office and Sprung the Subject. The other Editor and Job Printer listened Attentively, said "I See" every once in a While, and handed out the following Talk when the Case had been Stated:

"Brother Penwell, there is a great deal of Sense in what you Say. You are Mighty Popular, for some Reason or other, and get Business even if you don't Deserve it. I, on the Other Hand, am a Good Printer, but a mighty poor Mixer. That, in my opinion, makes us about Equal in a Business Way. I am willing to combine our Plants, but there are a Few Things I insist on. Sixteen-page Xmas Editions will have to be Things of the Past. They are decidedly Antique, and the Good Coin we would have to Dig Up to get them out would put in quite a number of Triple Fonts of some Nobby Job Letter that would enable us to make our Work look Neat and Natty. Same way with those Loud Independence Day Spasms of yours. I'll admit they're Purty and all that, but if we're going to do Nice Work in the Jobroom, we'll need some Bond that costs at least twelve cents a Pound, and, as I hinted before, some New Type. The Type'll last the Year 'Round, while the Fireworks Edition is sport for but a Day. Ditto the County Fair and Industrial Editions. They're Bewhiskered and on my Blacklist. New Type, Good Ink and Good Stock for Mine. Have I made myself Plain?"

Brother Penwell thought he had. "Then," continued the Real Printer, "I'm ready to Sign Articles. I don't want to Rub it In Too Hard, so I'll agree to Stick to *The Yeller Thomas Cat;* but I'll insist on Togging him out in a snappy Deckle-edge Top Coat, even if the Paper Man does Soak Us eighteen cents a pound. If we do this, I'll Lay a Fi' Pun Note against a Bottle o' Rain Water that the little Art Monthly will be a Winner. When'll we start Up?"

Brother Penwell thought there was no time like the Present, so Sealed the Compact on the Spot, and Coined money ever Afterward.

MORAL: A Pound of Good Job Black is worth Two Score and Ten Bum Fourth-of-July Editions, and a series of Up-to-the-Hour Type is worth 1,000,000,000,000,000 Cheap House Organs.

PRINTING ON WOOD.

Wood-printing, while it may not be termed woodworking in a strict sense, is nevertheless an important item in connection with the woodworking industry. That branch of the trade using wood-printing more extensively than any other is boxmaking, including both packing-boxes of nearly all kinds and cigar-boxes. Printing on wood is not confined by any means to this branch of the woodworking trade, but reaches out into various lines, many of which those unfamiliar with the trade probably have no idea of, and from present indications it will continue to enlarge its field and possibly some day reach the point of replacing some work that is now regarded as decorative painting.

Data as to the exact time and manner of the origin of printing on wood are not at hand at this writing, but its extensive development in America is probably due largely to the magnitude of the packing-box industry and the advertising spirit of the American merchants manifesting itself through a call for boxes decorated with elaborate printing.

Wood-printing is so common in the box factories of to-day that a factory is not only considered incomplete without a printer, but the up-to-date factory must be able to print at least two colors at one operation. At times the color-scheme calls for more than two, for an artistic blending of a number of colors, the finished product being suggestive of decorative painting on wood more than of printing. This furnishes a striking example of the strides that have been made in this country in covering the ground from the lampblack and brush and stencil to what is regarded to-day as up-to-date wood-printing.

There are two general methods of wood-printing. One — probably much the older one — is that of printing with a platen press, such as is used in a job-printing office for printing stationery and other work coming in the same class. The other method of printing, and the one most extensively used in printing on packing-boxes, is the cylinder press, a machine containing from one to three cylinders, depending on the number of colors to be printed at one operation, a hopper-feeding device for supplying stock to the machine and curved brass dies attached to the cylinder to print the impressions as the wood passes through. It will be readily understood, of course, that boxes are not printed on machines of this kind after they are made up, but the material after it is cut to size and ready to put together in boxes is run through the printer. Sometimes this is varied a little and the board may be printed on before it is resawed and cut out, but this is not practical where lumber has defects to be cut out, and not in common enough use to call for any attention here.

The capacity of a modern printing-press on box boards varies so considerably that it is difficult to place any average figure, as much depends on the size and intricacy of the printing in some cases and on the ability to handle material in other cases, so there is a range of anywhere from one thousand to seven thousand impressions an hour, the latter really being a double capacity by ranging two short plates tandem on the cylinder or two long ones side by side; in other words, doubling the normal printing capacity. It goes without saying, then, that the cost of printing varies, too, both with the capacity and with the number of colors used as well as with the quantity printed at one time and the relative cost of printing-plates as compared to quantity. It may be said, however, that the cost of printing is merely nominal as compared to that of marking by hand or stencil or decorative painting of any kind.

In addition to multicolor printing, in which various artistic features are brought out in the printing of packing-

boxes, the modern printing-press is made to do a pretty good imitation of burnt-wood work. Among a certain class of box users, notably whisky distillers, it has been the custom from the earliest days to burn their brands and printed matter into the face of the wood with hot-metal dies. To humor this practice and still eliminate the expensive work of burning, printing pressmen make use of plates clean cut and deeply routed around the figures and letters, apply brown ink and put sufficient pressure on the cylinder to indent the type into the wood so that the finished product closely resembles the old method of burning. Following along this same idea more elaborate designs, imitations of pyrography in fact, are made with the wood-printer just as reproductions of paintings are made with modern printing-presses on calendered paper.

This imitation of burnt-wood work and printing of numerous colors of intricate design on wood, pretty much as is printed on paper in magazines, naturally suggests interesting speculative possibilities as to just what extent wood-printing may take the place of decorative painting in the future. It is already quite extensively used for printing toys, signboards and various kinds of work that formerly had to be done by hand, so the question naturally arises, will it ever reach the point where more pretentious work can be done, where it can be made to take the place of the expensive artistic wood-finishing by hand? The wood-printer has already been made use of for graining lumber, especially such lumber as is used for cheroot-boxes. cheap cigar-boxes, etc., in which a cheap wood is grained to imitate a more expensive one. The process is comparatively simple, and so inexpensive when placed alongside of hand work that there is really no comparison. This suggests that there are possibilities before the work of wood-printing in the line of graining on a more pretentious scale, if it is entering into what is generally regarded the more artistic wood-finishing. To what extent it may enter, time alone will tell, but the possibilities in this line are worth keeping in mind.

MULTICOLOR PRINTING.

In multicolor printing to take the place of decorative painting it is well in making a study of the subject to bear in mind that, while it may be done at a cost that is purely nominal as compared to painting, the cost, if the work is decently done, must necessarily greatly exceed that of the best wood-printing practice in the box factories to-day. It is possible to print two and even three colors at one operation through a machine so long as the colors are kept apart, that is, so long as one part of the design is printed in one color and one part of the design is printed in another; but when it comes to blending colors, lapping one into the other to produce a finer artistic effect, the idea of doing it at one operation becomes immediately impracticable. Just a moment's study will enable one to understand this point, for unless each color is allowed to dry somewhat after being put on, the continued lapping of colors on to each other with the best of wood-printers will result in a smear that will not only be inartistic but really leave the woodwork in a worse-looking condition than it was before any effort was made at printing. In other words, the way to get artistic results is by printing one color at a time, carefully piling the stock so as not to smear, and allowing it to dry before the next color is printed.

Another point to bear in mind, or two points, rather, in connection with developing the art of wood-printing, is that much depends not only on the wood — that is, its grain and color — but also on the finish of the face and the thickness of the stock. In the first place, wood for elaborate design should be of smooth grain and even texture and preferably as near white as possible. It is possible, of course, and practical, too, to take different colors of wood for a background and print a design in colors that will harmonize with it, just so you have something like a uniform color to start on. But white is naturally the best general background to start on for printing, or at least the wood for each job should be selected to run as near uniform in color as possible. Then, of course, the face must be smooth, not wavy, not scratched up nor in ridges, but as smooth and even as it would be finished for decorative painting, or even for natural finish with shellac or varnish.

The most trying problem, however, in connection with wood-printing comes from the difficulty of getting any great quantity of stock of exactly even thickness. This is a problem that confronts every wood-printer in every line of work, and it is one that no one has yet found an entirely satisfactory solution for. No matter whether it is a platen or a cylinder press, the make-ready involves setting the press up for a specified thickness to get a firm impression without making an ugly indentation. After a press has been made ready it is found in all places where wood-printing is employed that the stock, no matter how well it may have been prepared, varies a little in thickness — sometimes it is a little thick on one edge and thin on the other, with the result that the design is indented on one side and is scanted on the other side until it fails to show clearly; sometimes a board is thick all over and the face is scarred by the type being indented, and then again one may be thin so that the impression is not clear and perfect. The variations may be so slight as not to be noticeable in ordinary work, but they show up plainly in printing, and present a problem that has been for years quite a puzzle to the trade. It reminds us that while we may think we have reached the pink of perfection in our planers, the fact is we have reached only a certain degree of excellence, and with even the best of planers and the most careful attention that standard of perfection is not high enough to be entirely satisfactory in finishing stock for the wood-printer. But, while the trouble may not be entirely eliminated, it can be mitigated considerably by persevering and painstaking attention at the planers, and this attention is imperative if one expects to get satisfactory results out of any effort at really artistic wood-printing. In short, the development of the printer's art in connection with wood-working industries depends for its ultimate success and extent considerably on the degree of skill maintained in the operations of planers. It will probably lead to what may be termed a new era in planer practice, which, in itself, would not be a bad thing.— *C. T. Mason, in Wood Craft.*

"THE SECOND POST."

(Received by the Dawes Commission.)

I am a white woman and have been married to to Choctaw Indens and I wants to git myself and children put on the rool. My first man was Bill Chance and my second was named Geo. Guess. I had two children by Chance and Three by Guess. My children names is Charlie Chance, Willie Chance, Johnny Guess, Ollie Guess, and Pushmataha Guess. Please ancer at once and tel me wether I can git inroled. MOLLIE GUESS.

AN OCCUPATIONAL ZERO.

Wanted — Nurse to take charge of two boys, experienced, between 30 and 40.— *W. G. N.*

— *Line-o'-Type or Two, Chicago Tribune.*

Written for The Inland Printer.

COALEY ON KEEPING TIME.

BY CHIC.

"WHAT'S this new thing your boss has got now?" inquired Coaley of Bud, as he shook some salt in his suds.

"Nutty?" suggested Bud, as he bit into a dog sandwich.

"Nutty's nothing new to him," said Coaley; "he's been that way ever since I worked there, in days now long gone by."

"Oh, you mean the cost microbe; that's eating him good and hard just now?"

"That's it; it started in on him ten years ago when I was lock-up there, with the title of assistant foreman. You bet I assisted all right."

"Assisted to put the office on the bum."

"Things were going on pretty good," continued Coaley, "when the 'old man' imported a combination superintendent and foreman from Louisville that was chock full of theories. Wanted to know at night what you were doing every minute of the day, and he and the 'old man' would have a session with the pasteboards every morning. The bookkeeping was fierce. I was locking up for six Gordons, an armory and two cylinders, and was covering all the spots, as well as keeping track of the material. The first week they run this time-ticket nuisance I was on the carpet for turning in three and a half hours for locking up a sixteen, and had to explain that sorts were short and I was hunting them. The next sixteen I got I called the combination paragon over and showed it to him. To square myself with the front office I pulled a proof of it and attached it to my time-ticket."

"Doing something in the educational line yourself."

"It looked like a city map with black places showing the location of public buildings, churches, depots and the like."

"And drink emporiums," suggested Bud.

"Not quite so many as that," continued Coaley. "The apprentice was busy on a bill of fare, and the time I put down looking for sorts was good and plenty. The boys were sore about it, too, but in a few days we got a lot of new type — twenty-five-pound fonts, too."

"Did they fall on your neck and kiss you for that?"

"Nope — too busy keeping books," Coaley replied. "But I soon got onto the new wrinkle. When I got a batch of job-tickets for the Gordons I went through them and put down ten minutes for each form. By afternoon I was about two hours to the good, so I could put down an hour for a sixteen, and stood ace high with the management. The 'old man' read a paper before the local Typothetæ that the introduction of the time-ticket had reduced the cost of production in some departments twenty-five per cent.

"Nobody around the office had time even to wink at a bindery girl, and I was the only man on the job that had time to attend to these matters.

"One hot day as Jim Fergus — you know Jim — was returning from the water-cooler, Nellie Jenks fainted — keeled right over in Jim's arms. I rushed over to render first aid, and Jim says, 'Here, Coaley, you take her; I've got a rush job.'

"Jim said he didn't like to put on his time-ticket, 'Fanning a fainting girl, fifteen minutes.' But the system was working.

"This combination statistical superintendent and nigger-driving foreman next installed a time-clock, and put up a sign, 'You are your own timekeeper, so don't forget to ring the clock, or your pay may be short.' The high-brow had them all buffaloed by this time and nary a kick out loud. They shanghaied several of the bindery girls out of half a day's pay on that notice, when they forgot to ring, and as a money-maker the clock was a success."

"Should think they could tell by the time-tickets," said Bud.

"They didn't try," continued Coaley. "One pay-day I turned up short, and the high-brow referred me to the timekeeper, a dyspeptic stack of bones that kept his nose in a ledger and his seat on a high stool in the office. He unraveled about forty yards of paper tape and showed me where I had failed to ring out Tuesday night. 'Then I worked all night,' I said. But he stood by the rule. The 'old man' wouldn't loosen up, but referred me to the superintendent; said he had those matters entirely in his hands. It looked to me as if I stood to lose out round among them. So Nellie and I agreed to see to it that the clock got due attention, as she had the same complaint, only more so.

"Next morning I got down sorter early and rung in. Nellie came in with the bunch and dutifully rung her number and mine, too. Just before the gong sounded I forgot whether I had rung or not, so to be sure touched her up again.

"Next morning," continued Coaley, "there was a new rule posted alongside the clock: 'Any one ringing any number but his own will be discharged.' By this time there were so many rules that we considered appointing a committee to codify the laws.

"But that only added a few wrinkles to the dyspeptic's brow and didn't get me nothing. That half day's pay was on my nerves, and the more I thought about it the madder I got.

"I noticed one day a fellow trying to get renominated for State Labor Commissioner," continued Coaley, as he sampled the new beverage. "I wrote him. He came, as he was anxious for the labor vote. I was nearly scared to death when I got an invitation to come up to the hotel and have an interview, but I came and told him all about it. Then I hunted up Nellie and she told him some more. Couldn't remember how many times she had missed, but put it at twenty. Would she testify to twenty? Then she was scared, but I bolstered her up."

"Did she faint again?" asked Bud.

"Didn't have to to get me to hold her now; but twenty went. I was chief bailiff and went in search of some more victims of the fiendish time-clock. I rounded up a bunch in Rowe's saloon, but the finisher wouldn't stick; said he was afraid of his job.

"Next morning I saw the swell guy in the front office and the 'old man' was going on fit to be tied. Then the guy had a session with the dyspeptic with yards and yards of paper tape on the floor."

"Bet you was scared of your job."

"What's a job without pay?" commented Coaley. "In the morning I was called in and paid for that half-day, but I had to sign a receipt for it. Kittie got $24 back pay, and the finisher that snitched got $8 and others in proportion. And there was another rule posted:

"'You are your own timekeeper. It is useless to complain if your pay is short, as you are paid for all the time you turn in. If you insist on a deviation from this rule, you can not work here any longer.'

"Did they get my goat for bringing the labor commissioner down? Should say not. It cost them $150 back pay, and the 'old man' was proper sore. I got a proof of that new rule and mailed it to the swell guy the day I left town, just to show them I was a sport and could play the game to the last trick."

Obituary

Peter J. Cooney, Sr.

Peter J. Cooney, Sr., superintendent of the mechanical departments of the Philadelphia *Record* and for more than twenty years connected with that paper, died on June 1 at the age of fifty-seven years. Mr. Cooney was known to thousands of printers and newspaper men throughout the country and was universally esteemed. He was a man of unusual appearance, being more than six feet tall and big proportionately. He is survived by one son, who bears his name.

William F. Boardman.

William F. Boardman, pioneer printer and Civil War veteran, who had the distinction of being the printer who set the type for Mark Twain's "Innocents Abroad," died at his home in Denver on June 7, aged seventy-one years. Mr. Boardman had lived for almost half a century in Denver, where he was familiarly known among his fellow craftsmen as "Salty." It is said that he earned this designation on account of a hurried return to Denver from Salt Lake City, where he had printed an article which did not meet with the approval of the Mormons. Mr. Boardman was a personal friend of Eugene Field.

Earnest A. Wright.

Earnest A. Wright, veteran engraver and pioneer of his business in Philadelphia, died at his home in that city on May 30. Mr. Wright was born in England in 1851 and came to this country at the age of fifteen. He learned the engraving business in New York, working at the bench for a number of years. About thirty-five years ago he established a business at Ninth and Chestnut streets, Philadelphia. Four years ago the concern was incorporated as the E. A. Wright Bank Note Company, with Mr. Wright as its president.

The deceased was a member of University Lodge, No. 610, F. and A. M., the Canadian and Manufacturers' Clubs and the Philadelphia Chamber of Commerce.

John Bryant.

John Bryant, printer and mineralogist, died at his home in San Francisco on May 27, aged sixty-nine years. Mr. Bryant located at San Francisco when only a young man, and for a time worked on the *Golden Era*. Later he was employed on the *Examiner* and became foreman of the composing-room of that paper at the time it entered the evening field. He held this position until about five years ago, when he retired from active work.

John Bryant was known to almost every printer on the coast. As a craftsman he had unusual ability, and hundreds of printers who had worked under him as foreman were his personal friends. But it was in mineralogy that he made a world-wide reputation. All his life he studied minerals with an ardor that made him an expert, and he was frequently consulted by mining men from all parts of the world on the value of their specimens and prospects. He had brothers at the head of large mining properties both in India and Australia, and he was known to all prospectors from the Arctic to Panama. In 1906 misfortune overtook him. In that year his collection of minerals, which was said to be the best in California and worth many thousands of dollars, was destroyed by fire.

The death of Mr. Bryant's wife occurred just a few days previous to his own departure, and the only relatives he leaves are John Peters, of Los Angeles, and two nieces — Miss Bessie Jennings, of San Francisco, and Mrs. M. J. Snowden, of Reno, Nevada.



Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Mutual Plan Saves Money for Papermen.

In thirteen months, according to a report made by the officers of the company, the paper manufacturers of Wisconsin have saved $116,767 through their mutual liability insurance company.

Big Increase in Export of Printing-presses.

In 1897 printing-presses valued at $649,710 were exported from the United States. During the fiscal year ending with June, $3,000,000 worth of printing-presses were shipped to foreign countries, according to a recent report issued by the Department of Commerce and Labor.

Loving-cup for C. E. Sheppard.

The employees of the C. E. Sheppard Company, manufacturers of "Cesco" loose-leaf devices, supplies and accounting systems, of New York city, recently demonstrated the evidence of harmony and cooperation throughout the organization, in the presentation of a loving-cup to their chief, C. E. Sheppard. The occasion was the thirty-eighth anniversary of Mr. Sheppard's birthday, coupled with the event of having moved into new quarters.



Loving-cup presented to C. E. Sheppard by employees of the C. E. Sheppard Company, of New York city.

Press Company to Market Its Own Product.

In an advertisement in this issue it will be noted that the firm of Van Allens & Boughton are to withdraw as selling agents of the Huber-Hodgman Printing Press, and after July 1 the Huber-Hodgman Printing Press Company, of Taunton, Massachusetts, will market its own product. We are pleased to note that Mr. Thornton, who has been western manager of the sales department of Van Allens & Boughton for twenty-four years, will go with the Huber-Hodgman Printing Press Company in the same capacity. Mr. Thornton is known as the "tireless man," and is probably personally acquainted with more printers and publishers than any other man. His many friends will be pleased to know he is still "on the job."

A Linotype Problem.

New York city has a newspaper that refuses to use the linotype, or any other machine, for that matter. It stands by the old method persistently, setting all of its type by hand. The paper referred to is the *Chinese Reform News*, and the font of type from which it is set contains seventy thousand characters. The New York *Mail* says that the problem of reducing this complex font within the compass of a keyboard promises forever to baffle the makers of the linotype.

Manitoba Paper Builds New Home.

The Winnipeg *Free Press* announces that it will luxuriate in a half-million-dollar home. Superintendent William B. Simpson has been visiting newspaper offices in Chicago and other cities getting pointers on the latest equipment. The *Free Press* claims to be the largest paper in Canada and to carry more advertising than any of its contemporaries. Its circulation figures show an increase of three hundred and fourteen per cent since 1900, which is an indication of how progress is being spelled in the Canadian Northwest.

Honor Deceased Printers.

Memorial services were held by all of the larger typographical unions throughout the United States the latter part of May in honor of deceased union printers. In Chicago services were held at the Garrick Theater on Sunday afternoon, May 26, the principal speaker being Father C. F. Donovan, pastor of St. Lawrence's Roman Catholic Church and a former member of the typographical union. President W. W. Barrett also addressed the meeting. Eight hundred and thirty-seven members have passed away since the founding of the Chicago union, in 1852. Forty-two members died during the past year.

Distinctive Printers Join Hands.

The McCormick Press and the Armstrong Printing Company, of Wichita, Kansas, two well-known concerns that "have been trying to do the same thing in the same way, but separately," have joined interests under the name McCormick-Armstrong Press. In a large and unique display advertisement in a Wichita newspaper, the public is apprised of the change and assured that the consolidation is effected in order "to eliminate waste — to concentrate

effort and place at the service of the printing buyer an equipment and organization larger and better than any other in the Southwest." The McCormick Press was founded in 1901 by A. G. McCormick, who has made his concern noted throughout the Southwest for the preeminent quality of its work. C. H. Armstrong established the Armstrong Printing Company about five years ago, and in this short time had gained an enviable reputation for the distinctiveness of the printing turned out by his company. The combination should prove highly successful.

Miller and Motley Arrested in New York.

On account of the fact that the evidence in the case did not reach the American Embassy at London, England, in time for the hearing, Clark A. Miller and Alfred H. Motley, formerly of New York, but then residing in London, who were accused with having committed larceny in connection with the sale of a lithographing process for $100,000 to the United States Lithographing Company, of New York, were discharged by the English magistrate. Although the New York police department presented a warrant for their arrest signed by President Taft and Secretary of State Knox, the magistrate decided that this was not sufficient, and freed the men.

Later — on June 12 — Miller and Motley landed in New York, where they were arrested and arraigned before Judge Rosalsky in General Sessions, who released them in $20,000 bail each. It is reported that they intend to sue the complainants for alleged defamatory charges.

Motley and Miller were indicted on the complaint of William Ottmann, of the United States Lithograph Company, who said that he and other officials of the company had invested $100,000 in a new process of lithographing which Motley and Miller were exploiting. After the money had gone into the process Mr. Ottmann found, he said, that he had been deceived. Lithographs which had been shown to him as the result of a few minutes' work had in reality, he said, required a much longer time to perfect.



FLIES.

Photograph by R. R. Sallows, Goderich, Canada.

Boston Printers Condemn Half-cent Plan.

At a recent meeting of Boston Typographical Union, No. 13, in Faneuil Hall, resolutions were adopted condemning the bill now before Congress contemplating the lowering of the coinage unit to one-half cent. The following reasons were given for the action:

This will constitute the lowering of a unit, which plan has been unsuccessful in Germany, France and particularly in England, where the farthing as a unit has been practically discarded. The lowering of the coinage limit tends to operate against wage-earners and make the increase of wages harder to obtain.

It will reduce greatly, if not wipe out entirely, the earnings of men such as newsdealers and newsboys, who deal in a commodity the price of which is usually fixed at the smallest unit of coin. In such parts of America where the unit is by custom and convenience higher than the cent, the trend of wages is higher than those where the cent is the unit.

The lowering of the coinage unit is of apparent and lasting benefit to no one and would work especial injury to our fellow members in our vocation.

A Long Walk by a Linotype Operator.

Cyrille Cardinael, of Yperschen Skenweg, Wyleschaete, Belgium, a printer, came to this country some time ago to take a course in linotype composition in the Inland Printer Technical School, at Chicago, Illinois. Mr. Cardinael is a fluent speaker of Flemish and French, and has a good



CYRILLE CARDINAEL,
Linotype operator, touring on foot from Chicago to Montreal.

knowledge of the English. After finishing his course in linotype work, in which he acquitted himself favorably, on June 8, at 10 A.M., he started on a tour by foot to Montreal, Canada. It took him one week to reach Detroit. The object of the trip is to get a more intimate acquaintance with the American people and their customs, as well as to view the scenery of the United States and Canada in the territory traversed.

D. B. Battles Opens Studio.

D. B. Battles, formerly head of the art department of the Peerless Motor Car Company, has opened an office and studio at 408 Park building, Cleveland, Ohio. Advertisers and printers undoubtedly will be interested in this announcement, as Mr. Battles is well known for his distinctive work in decoration and illustration. He will make a specialty of posters and illustrations, catalogue and circular design, decorative lettering, water-color drawing, perspectives and pen-and-ink rendering.

Canadians Want Duty on Typesetting Machines Removed.

At the fifty-fourth annual meeting of the Canadian Press Association, held at Ottawa, Ontario, June 6-7, something occurred that was not on the published program. President Young announced the appointment of a committee to wait on the Government and request the removal of the duty on typesetting machines and parts of printing-presses. This precipitated a discussion in which two of the members opposed the action of the president, one of them stating that "the people of Canada have turned down this very thing, as in the reciprocity schedule typesetting machines were on the free list." W. H. Givens, of the Kingston *Standard*, came back with the rejoinder that "we have nothing to protect in the way of manufacture of typesetting machines," and declared that he was in favor of the move. A formal motion to interview the government officials was put and carried.

Deny Seats to Chicago Stereotypers.

At the annual convention of the Stereotypers and Electrotypers' International Union, held at San Francisco on June 10-15, the action of President Freel in taking up the charter of the Chicago local for participating in an illegal strike in sympathy with the web pressmen was sustained. The vote came upon an appeal from the action of the president, the appeal being lost by a tie vote 20 to 20. Measures will be taken promptly to reorganize the Chicago local.

Brooks & Idler, Atlantic City, New Jersey.

Walter J. Brooks and James C. Idler about a year ago took over the plant of E. G. Shreve, at Atlantic City, New Jersey, and under the firm name Brooks & Idler have already achieved a distinction as "printers of quality."



WALTER J. BROOKS AND JAMES C. IDLER,
Atlantic City, New Jersey.

One of the chief reasons for the splendid success of the new firm is the happy combination of a first-class all-around printer and an A1 pressman, Mr. Brooks measuring up to the former and Mr. Idler to the latter.

S. E. Hilles Goes to Europe.

On June 15 S. E. Hilles, president of the Samuel C. Tatum Company, Cincinnati, Ohio, sailed for Europe, accompanied by his brother and niece, who live in Wilmington, Delaware. Mr. Hilles will visit London and various large cities on the continent, combining business with pleasure. Before departing, however, he announced that he would return in time to attend the national convention of stationers to be held at Omaha in August. Mr. Hilles is a

familiar figure at the national conventions, and is not inclined to let a trip abroad interfere with his attendance at them.

A Business Printer.

We present herewith a picture of one of Atlantic City's enterprising printers and stationers, who has built up a remarkable business within a period of nine years. Mr. Beyer's rapid business success is mainly due to the high-



ERNEST BEYER,
" Quick Printer " and Stationer, Atlantic City, New Jersey.

class service he renders his patrons, who comprise many of the city's leading business men. Mr. Beyer's stationery business has increased to such an extent that he has been obliged to move his printing plant to new quarters.

Copyrighting Babies.

Charles B. Brunner, of Easton, Pennsylvania, writes in reference to the illustration on page 397 of the June issue of THE INLAND PRINTER — which shows the portrait of the twin babies of W. E. Stevens — and asks us to please advise him where to apply to have babies copyrighted. We suggest to Mr. Brunner that he can have the matter attended to by the registrar of births. Our little joke on Mr. Stevens seems to have miscarried with Mr. Brunner.

The Home-market Movement.

According to the daily press of those widely separated cities, the allied printing trade councils of Salt Lake City, Utah; Trenton, N. J.; Washington, D. C.; and Binghamton, N. Y., are appealing to the commercial associations to aid them in keeping printing at home. In Utah it is said that forty per cent of the printing goes out of the State, and employers and supplymen are cooperating in an organization to improve this condition. At a preliminary meeting it was declared that the printers of the State could meet the prices and quality of eastern printers, who are alleged to be taking away the work.

At Trenton the complaint is that $100,000 of work goes out of town annually, and most of it by members of the Chamber of Commerce, which has for its slogan " Do it for Trenton." Here the journeymen seem to be playing a lone hand before the public, but the officers of the Chamber of Commerce have promised to help the printers. The *Gazette* supported the movement in a double-leaded editorial.

At Washington, the Chamber of Commerce has appointed a committee to investigate the local typographical union's complaint that sixty per cent of printing done for business men is sent out of town.

Binghamton Typographical Union takes advantage of a movement inaugurated by local civic societies for a " Bigger and Better Binghamton " to introduce a design bearing the legend, " Printed in Binghamton, New York." In a letter to business men it says " the printing tradesmen have been boosting Binghamton for a quarter of a century," and points out that the best way to give a " Big Boost for Binghamton " is to increase the number of, and improve conditions in, homes of citizens.

Official Figures in the I. T. U. Election.

Following is the vote cast in the election for International Typographical Union officers, as reported by the canvassing board at Indianapolis:

For President — James M. Lynch, 24,069; Fred Barker, 19,100. Lynch's majority, 4,969.

For First Vice-President — James M. Duncan, 21,437; George A. Tracy, 20,593. Duncan's majority, 844.

For Secretary-Treasurer — J. W. Hays, 23,361; C. M. Cobb, 18,638. Hays' majority, 4,723.

For Delegates to Federation of Labor (first four elected) — Frank Morrison, 31,078; Max S. Hayes, 23,238; Hugh Stevenson, 21,533; T. W. McCullough, 19,535; A. B. Rodriguez, 18,483; F. J. Bonnington, 18,025; Charles Hertenstein, 15,068; Dan Delahoyde, 14,921.

For Trustees Union Printers' Home (first four elected) —Anna C. Wilson, 30,017; Michael Powell, 23,791; C. L. Wood, 21,394; Walter E. Ames, 20,168; George P. Nichols, 18,548; Walter H. McKee, 17,136; Ralph L. Criswell, 14,879; Thomas B. Gloster, 14,732.

For Agent Union Printers' Home — E. C. Roberts, 23,355; W. H. Parr, 14,533. Roberts' majority, 8,822.

By a vote of 19,850 to 18,010, a constitutional amendment to increase the salary of the president from $2,000 to $3,500 a year was carried, and a similar amendment providing a similar increase in the salary of the secretary-treasurer to $3,500 was carried by a vote of 19,427 to 18,052.

There were 689 local unions on the rolls on the date of election. Returns were filed by 654. On account of delinquency in per capita tax, the vote of twenty-three unions was disregarded, leaving a total of 631 locals participating in the election.

Agitation About Increased Paper Cost.

In Milwaukee, Chattanooga, Cincinnati and other places the recently imposed increase in the price of paper has reached the dignity of newspaper comment and " spread " heads. In Milwaukee, the Ben Franklin Club announced that the price of printing would be advanced ten to twenty per cent, but part of the blame was laid to wage increases.

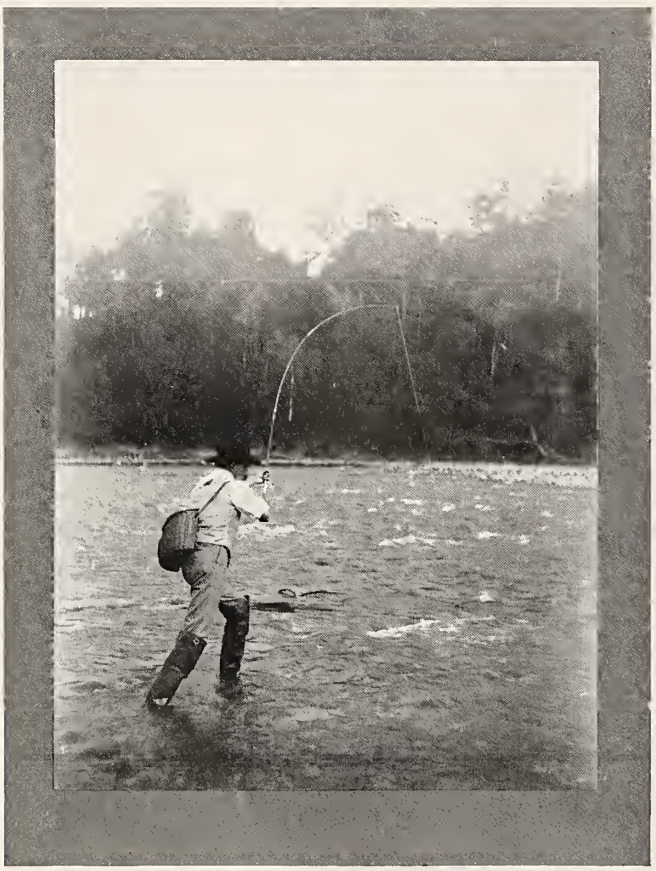
The Cincinnati printers were inclined to protest — at least they assumed a " show-me " attitude. To satisfy that spirit, Alexander Thompson, of the Champion Coated Paper Company, of Hamilton, Ohio, took up the cudgels on behalf of the paper manufacturers. In the course of an interesting address Mr. Thompson assured them that everything else had advanced except " paper, prunes and putty," and there were special reasons why they had not gone up. He said that in the past four years five paper-mill concerns had

passed dividends. He also produced a page from the Champion Coated Paper Company's salesbook of 1895, showing that No. 2 Enamel, which is taken as the basis of prices, sold in that year at 7 cents a pound. At the present time enamel paper sells at the mills for 5¼ cents a pound. Mr. Thompson asserted that news print ten years ago cost $2.90 per hundred, while at present the price is $2.10 to $2.15. News print is the basic price for papers of that grade, and is largely used by printers as well as the better grades of book, coated, catalogue and enameled lines. He granted that the reason paper was cheaper was due to the fact that speedier paper machines have been put on the market. Where machines formerly run 250 feet a minute, they are now covering 750 feet in the same period.

In conclusion, Mr. Thomson contended that the paper business is on an honest basis; that when paper is bought by the ream with a given weight the customer gets the weight. He stated that with longer transportation runs to be made than in former years the mills are not in any position to make extra profits on their products. The speaker claimed that the business is far from a monopolistic one, and that the printing trade would be benefited by doing business under set rules and on a uniform basis.

WELL TOLD.

An old darky was trying to describe how he preached. "It's dis a-way, boss," said he. "Fust, Ah tells 'em w'at Ah'm gwine to tell 'em, den Ah — Ah tells 'em an' den Ah tells 'em w'at Ah've told 'em." — *Judge.*



A Strike.
Photograph by R. R. Sallows, Goderich, Canada.

"B. L. T." PICKUPS.

HOW WARM THE DAYS ARE GETTING!

Commandant Ball has received samples of the army leggins, fatigue shirts, and campaign hats which will be put up to the consideration of the companies to wear instead of the uniforms during the outdoor drill season.— *U. of W. Daily Cardinal.*

THE MILWAUKEE VIEWPOINT.

Marcena and Delton brothers have an acrobatic feat that winds up the bill and holds the audience in their seats. As the three work in clothes their act is more pleasing than the ordinary.— *Free Press.*

CRUEL AND UNUSUAL DAMAGES.

The jury brought in the verdict awarding the plaintiff the sum of $3,681.40 for the value of the land occupied by the road and the damages to the adjacent form of Mrs. Fisher.— *Red Oak (Iowa) Express.*

AS IT WERE.

Madame Stringfield, the expert corsetierre, will arrive this afternoon from Huron, where she has been demonstrating the Gossard corset for a week back.— *Yankton Press.*

CONSIDERABLE BOOM.

The business men had a glorious day, all of which was due directly to advertising in the *Leader.* 119 cases of eggs were taken in during the day, which means 3,570 dozen or 42,840 eggs. Not a bad day for eggs, either. This could not only be duplicated but could be surpassed each Saturday, if the business men would only "get together." — *Galveston (Ind.) Leader.*

THE INDIANA ARISTOCRACY.

The passing of the toothpicks broke up the feast and brought the revelry to an end.— *Orleans Progress-Examiner.*

THE OLD FARM AIN'T WHAT IT WAS.

Wanted — Gentleman to assist with light work on farm, pleasant locality, short hours, no milking or chores, no lost time for attendance upon circus, county fair and farmer's clubs, privilege of parlor on Sunday, use of horse when wanted, or will procure auto if preferred, wages to suit, money no object, must have man.— *Greenville (Mich.) Call.*

THE COW JUMPED OVER THE MOON.

Mrs. K. P. Leach was unable to serve all her customers to-day, owing to her inability to reach her milk supply.— *Marshall (Mich.) Chronicle.*

VIRGINIA JOURNALISM.

The *Journal* failed to appear last week, owing to the fact that the editor being an undertaker at this place had to use our force to help care for the dead of last Thursday's tragedy.— *Hillsville Journal.*

SMALL STEAK RARE.

A baby girl was born to Mr. and Mrs. Clifford Steak, of 1902 Marsh avenue, last night.— *Rockford Morning Twinkle.*

WHAT IS HOME WITHOUT THE LINOTYPE?

Owing to this mishap the *News* is a day late as we had most of the local news set up in linotype and the linotype was to be in on the freight. The freight did not get here so we decided to wait till to-day. Then after finding out that there would be no train to-day we will be obliged to print the paper without the linotype.—*Allen (Neb.) News.*

—*A Line-o'-Type or Two, Chicago Tribune.*



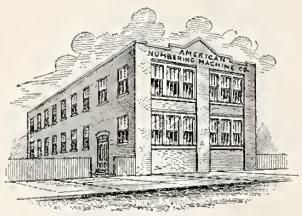
STUDY.
By John H. Vanderpoel.

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

AMERICAN NUMBERING MACHINE COMPANY COMPELLED TO ENLARGE PLANT SIX TIMES IN FIVE YEARS.

A remarkable testimony to the merits of Model "30" Numbering Machine, made by the American Numbering Machine Company, is the fact that this concern has been compelled to enlarge its plant six times since it started business, five years ago. The accompanying illustration shows the new factory building into which the company recently moved. It was specially designed and built by the company for its particular line of business, affording light on



New home of the American Numbering Machine Company, Brooklyn, New York.

all four sides. The construction is of the very best, with up-to-date equipment throughout. This splendid home will give the company ample facilities to meet the growing demand for its Model "30" Numbering Machines. The new address is 224-226 Shepard avenue, Brooklyn, New York.

THE F. WESEL COMPANY IN BIG BUSINESS INCREASE.

A remarkable increase of business is reported by the F. Wesel Manufacturing Company, of Brooklyn, New York. Among the latest orders received by this well-known concern are the following:

A complete electrotyping plant for Brooklyn Electrotype Company, Brooklyn, including a Hydraulic Molding Press, etc.

The American Colortype Company, of New York, placed an order for thirty-eight thousand sectional bases for its presses, which is the largest single order ever given for such material.

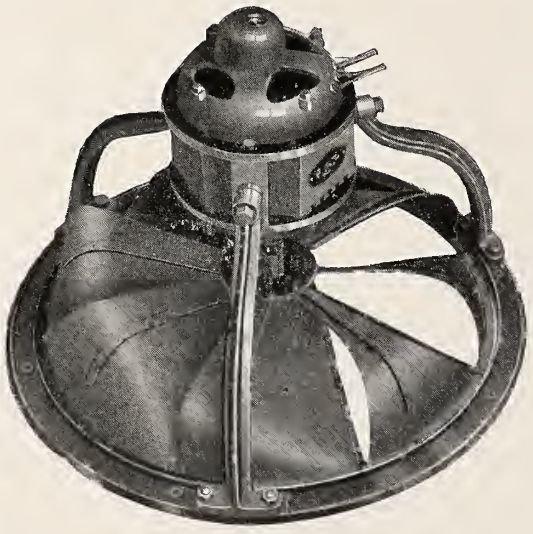
The Crowell Publishing Company, Springfield, Ohio, publisher of *Woman's Home Companion*, has placed an order for seventeen large Wesel Patent Diagonal Grooved Iron Blocks for Miehle presses, which together represent a printing surface of 40,275 square inches. Three thousand four hundred Wesel Hooks are ordered at the same time with the above blocks. This represents the largest individual order for grooved iron blocks, and proves again the well-known reputation and merit of the Wesel Blocks, of which there are almost 1,400 in use, practically in every prominent printing establishment.

If the improvement in business keeps on the way it started in the month of May, the Wesel Manufacturing Company expects a record-breaking month. The department for manufacturing grooved iron blocks and hooks is working at full capacity, and will require extension very shortly.

We are informed that the Wesel concern has again succeeded in bringing out a new improved style grooved iron block, called the "Phœnix Block," which is especially adapted for colorplate work and insures absolute register. It is for the manufacture of this block that the expansion of the factory has become necessary.

NEW WATSON VENTILATING FANS.

In many industries the need for continuous change of air is being recognized. It is desirable to remove used air to make room for fresh air. The demand for motor-driven ventilating-fan units has led the Mechanical Appliance Company, of Milwaukee, Wisconsin, makers of Watson Motors, to standardize a line of Watson Ventilating Fans, one of which is shown in the illustration. These fans are

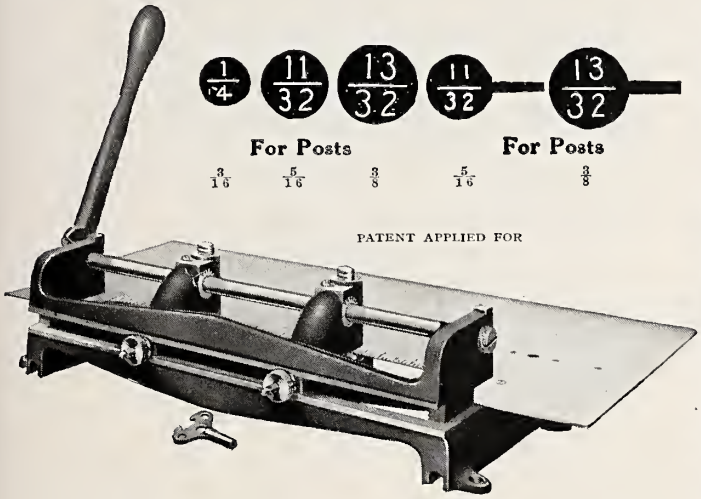


NEW WATSON VENTILATING FAN.

for use in all parts of a printery or newspaper plant, as well as for the office or school building, theater, etc. They are made for use on direct-current and alternating-current systems in sizes of 18 inches to 42 inches, capable of removing from 3,400 cubic feet to 20,000 cubic feet a minute. Standard Watson Motors are used and an especially designed fan blade.

TATUM HAND-POWER ADJUSTABLE PAPER-PUNCH.

Meeting a demand of modern business, the Samuel C. Tatum Company, so well and favorably known to printers and binders on account of the high merit of its products, has just placed a new paper-punch on the market — Premier No. 34 — for either round or slotted holes. This machine — a rear view of which is here presented — is designed especially for office use, and for the use of binders and printers who do not wish to go to the expense of a large machine, and yet require accurate work for proper registering of their sheets.



PREMIER NO. 34 HAND-POWER ADJUSTABLE PAPER-PUNCH — REAR VIEW.

The new punch is all iron and steel, the die being tempered steel. It embodies the successful principles used in the company's "Marvel" and "Hummer" punches, and is strongly featured in its simplicity, durability and accuracy.

For full particulars regarding this remarkable punch — Premier No. 34 — write direct to the Samuel C. Tatum Company, Cincinnati, Ohio. The New York office is at 180 Fulton street.

NEW ADJUSTABLE ROTARIES.

Do you, as a practical printer, appreciate the advantages of a rotary press, which you can readily change so that it will print and deliver many different lengths of sheets? You have one first cost, one floor-space, one pressman and one press. But in reality that one press takes the place of many. The Kidder Press Company has equipped these presses with a parallel-motion tape delivery, which can successfully handle all grades of paper, down to and including the lightest tissue. These presses are especially adapted for the printing of fruit wraps, oiled tissues and parchment papers of every description.

The particular press we refer to, which is shown herewith, is the company's 48 by 40 inch Adjustable Rotary, specially designed for the printing of any character of work calling for one or two colors on the face, and on any size sheet, the minimum 20 inches, the maximum 48 inches around, and of a width 40 inches maximum, and as narrow as 12 inches.

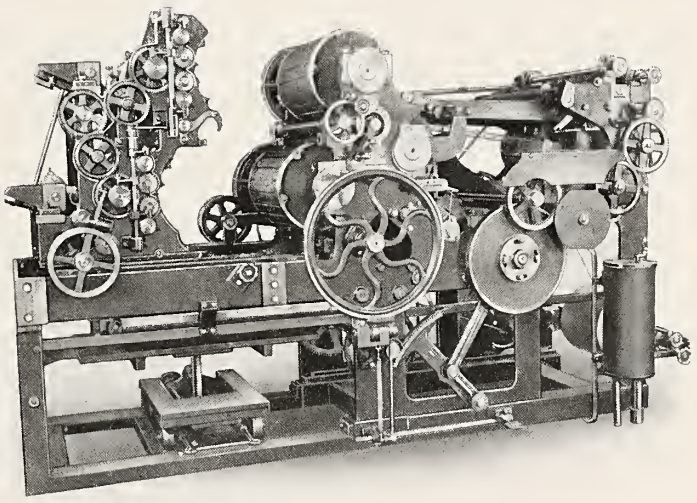
These machines print from the roll, having an exceptionally fine system of distributing and inking rollers, permitting printing the heaviest colors as well as the most solid tints. We also call your attention to the method of racking back the inking mechanism for ready access to the plate-cylinders. This is an important feature to the man "who knows."

The web is automatically fed by a feeding device, the speed of which can be changed by means of change gears, so as to feed any required length from 20 inches to 48 inches, in multiples of ¼ inch, feeding this required length once to each revolution of the press. After passing the feeding mechanism the sheet is cut from the parent roll by a rotary-shear cutter, giving a perfectly smooth, clean-cut edge; the sheet thence carried automatically to the impression-cylinder, and to a set of grippers — these grippers having absolute control of the sheet while passing under the printing-cylinders.

Subsequent to the printing operation, the sheets are collected to the number of four around the collecting-cylinder, thence transferred to the specially designed tape-delivery, carrying the completed sheets to the automatic lowering-truck underneath the press, which is readily removed when loaded.

These machines have a guaranteed speed of 5,000 revolutions an hour, while under certain conditions of work they can be run successfully at a higher speed. For example: In a recent try-out on one of these presses it was run at a constant speed of 6,000 revolutions an hour, and on a 200,000 run, just completed, it is reported that the operator produced 4,350 sheets out of a possible 6,000 for every hour consumed in running off the job; and when you consider that the actual product of a rotary press is, of course, considered good at sixty per cent of the maximum speed, you can recognize the satisfactory product produced in this particular run.

To illustrate the special construction applied to these presses to meet the requirements of customers, the Kidder Press Company is at present designing, under orders, a machine somewhat similar in character, with the exception of the size. Also this press calls for two plate-cylinders printing on the face only, but provision is being embodied



KIDDER 48 BY 40 INCH ADJUSTABLE ROTARY PRESS.

in the design so that a third printing unit can be added either during construction, or, if called for, at a later period. The company is therefore in a position to offer a customer an Adjustable Rotary Press cutting a sheet, minimum 20 inches, maximum 36 inches, and any width up to 48 inches; printing either one, two or three colors on the face, as called for. The old-style "Kidders" have always stood the test, and the company states that its new

ones are also so constructed as to be of the highest grade in printing-press mechanics.

The main office and works are at Dover, New Hampshire. The New York office is in charge of the Gibbs-Brower Company, 261 Broadway. The company is represented in Canada by the J. L. Morrison Company, 445 King street, West Toronto, Ontario; in Great Britain, by John Haddon & Co., London, England; in South America, by J. Wasserman & Co., Buenos Aires, Argentine; in Norway and Sweden, by Aktiebolaget Axel Christiernsson, Stockholm, Sweden.

THE NEW ERA PRESS AND ITS REMARKABLE ACHIEVEMENT.

The specialist in printing, like in other lines of commercial activity, is a development of this era. The specialist would be nonexistent were it not for the advancement made in the domain of press mechanics, particularly in the construction and development of automatic presses. The label-printer who at this time will stick to old-fashioned methods of printing will soon find himself without a field to work in, for the reason that some competitor, with more foresight and business energy, has taken his trade. The New Era Press is bound to revolutionize some phases of label-printing, and will lift it out of the rut. A printer installing one of these machines does not have to make any radical change in his shop, as may be necessary when installing an offset press, since the production is based on the use of ordinary flat electros. A New Era Press will print a label in any number of colors from any kind of paper stock or fabrics. It will perforate, slit, punch out, or die cut, or rewind the stock or fabric, as the case demands. These operations are performed at a speed of five thousand impressions an hour and upward.

Before us are labels printed in gold, red plate with white letters, green, and black key-plate. This label is printed on litholabel stock. The register is perfect in each detail. From a label-printer's point of view it is all that can be desired in a label. And speed: these were turned out at the rate of six thousand impressions an hour. Is it any wonder that a label-printer employing out-of-date methods should sit up and take notice? The press will equal this performance in other lines of work, as it is built in units, and may be arranged to operate on both sides of the sheet in one or more colors with equal facility. The specialty printer who is beginning to notice the inroads into his line of work from competitors would do well to take counsel with the builders of this machine, else he may suffer extermination in business. Henry Drouet, sales agent, 47 West Thirty-fourth street, New York city, will show how economically difficult work can be produced on this machine, and solicits samples for demonstration.

STEEL BELTS TO REPLACE MORE EXPENSIVE LEATHER AND RUBBER.

The American Steel Belt Company, of Detroit, Michigan, is making a most decided innovation in the belt industry.

It is putting on the market steel belts, which will give the same service as the very best kind of leather or rubber belts, and which are sold at a much lower price than the other kind, owing to the fact that the cost of steel is much less than the cost of leather or rubber.

The company owns the patents on belt fasteners, without which steel belts can not be used; therefore this company has a monopoly in this new business at the present time, as there can be no competition.

Steel belts are used quite extensively in Germany, where they have proved to be successful, although the fasteners used in Germany are decidedly awkward and clumsy. Many of these new steel belts are now in use, so that their practicability is not questioned. The company is a new one, the patents having been allowed only about the first of the year, but the company states there is already a demand for them, and they expect to have a large number in use within a few months. The company recently received an offer of a large sum for the controlling interest, but the inventors declined the offer, as they wish to reap the rewards themselves and for their stockholders.

The invention has been produced by Roy K. Cronkhite, a mechanical engineer in the service of the Hudson Automobile Works, and Monroe M. McGrath, formerly superintendent of the Peerless Radiator Company, both of Detroit.

Franc R. Woodward, who is well known as an advertising manager and publicity expert, is the secretary of the company, and fills the position of sales manager.

These gentlemen state that it will not be long before steel belts are in demand to replace all other kinds. Inquiries have been received from all over the United States, from factory superintendents who want to know all about the new steel belts, and what service can be expected of them.

PARSONS & WHITTEMORE, INC., AGENTS FOR LEADING PRODUCTS.

Parsons & Whittemore, Incorporated, 174 Fulton street, New York city, are agents for some of the leading papermills in the United States, covering practically all grades of paper, and also for many lines of machinery used in printing and publishing offices, among which may be mentioned the following:

The Leader Envelope Machine, which, as its name implies, is the leader among this class of machinery in the world; it is built of the best material, is constructed by mechanics long skilled in the art, and it is not an idle boast to proclaim the Leader Envelope Machine the best envelope machine on the market.

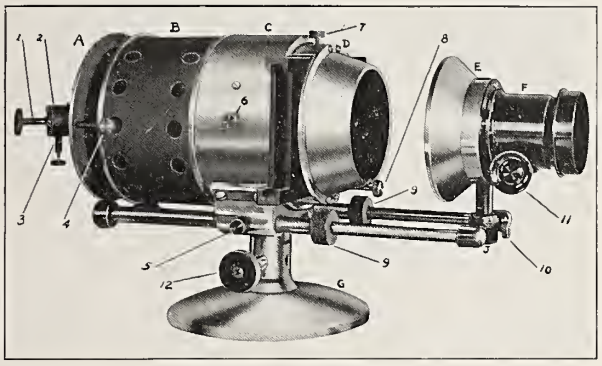
The Rosback Rotary Perforator, which makes both the slot and knife style of perforation, crimps, scores, trims, and, in short, does in one operation work which ordinarily requires two or three machines.

The Eclipse High Grade Newspaper Folder has been recognized as the most popular machine offered to the trade at its price. This is a machine which has been on the market for twenty-seven years, and as the manufacturers have devoted their attention to this line exclusively, they may be supposed to know what folding machines should be. The machine has solid steel rolls, machine-cut gears throughout, gripper registering device, and the working parts are more readily accessible than on any other folder of which we know. The changing from one side sheet to another is easily and quickly done. The machine is equipped with combination cam, which absolutely prevents the folding-knives from getting cut of time, with back retarders to prevent the sheet from rebounding when it has reached the feed-guide, etc.

Parsons & Whittemore, Incorporated, also offer steel filing equipments and office labor-saving devices. They also handle many lines of European papers; and all the grades of papers, papeteries, and bristols, etc., offered by this company are among the best in the United States or in the world.

THE VICTOR STEREOPTICON.

A remarkably simple and efficient apparatus has just been placed on the market by the Victor Animatograph Company, of Davenport, Iowa, in the Victor Stereopticon. It is specially designed to meet the need for a strictly portable and simple projecting instrument for the use of those who have never had experience with arc lights or picture-projecting instruments. The apparatus can be connected to any incandescent electric-light socket, making it practical for use where electric current is available. No special feed wire is necessary. Now that printers are lecturing and demonstrating by figures, charts and pictures, this apparatus will come to them as a welcome adjunct to their lectures. The salesman can show his goods effectively in a few minutes cheaply and efficiently, and for either business demonstration or entertainment the Victor will meet every need. Full particulars will be sent by the company on request.



THE VICTOR STEREOPTICON.

PERFECT REGISTER IN TWO-COLOR WORK AT HIGH SPEED.

The Upham Color and Speed Attachment for Miehle presses has brought about a revolution in the method of producing high-class colorwork. Printing two colors at one feeding of the sheet, and one make-ready, insures economy in handling and secures absolute accuracy in register.

This is brought about in an easy manner by the device, which is attachable to nearly all of the presses made by the Miehle Printing Press & Manufacturing Company.

A press so equipped will handle a wide range of work, and does not require any additional floor-space. The cost of the apparatus is surprisingly low, considering its great advantages. The following general description will enable one to understand its functions and mode of operation:

It consists of an auxiliary grooved plate-cylinder, one-half the diameter of the impression-cylinder of the press. This is mounted back of the impression-cylinder and just beneath the feed-board. Here also are mounted the ink-fountain and the form and distribution rollers. Specially curved plates are attached to the cylinder. These plates are formed by a process that eliminates all stretch, and therefore enables the curved plates to register exactly with original half-tones, electros, type-matter or other color-plates carried by the bed of the press.

The sheet receives its first impression from the form on the bed in the usual way, and, while the grippers still retain the sheet, it is impressed from the curved plates, hence exactness is insured.

As the plate-cylinder is one-half the size of the impression-cylinder, it revolves four times for each impression-take. This gives distribution equal to four rollers, consequently perfect inking of the plates.

When increased speed is desired on single-color runs, the type-bed can easily be disconnected and thrown out of connection with the cylinders, which may be run as a sheet-feed rotary. This is a very novel feature.

For rotary work curved plates are carried on the auxiliary cylinder. These plates are the same thickness as for any standard patent block. Plates made for flat use may be readily adapted for use on the auxiliary cylinder by the company's patent method of curving.

For full information regarding the Upham Attachment and its accompanying plate-curving process, inquire of the Miehle Printing Press & Manufacturing Company, Chicago.

HADDON SAFETY PLATEN—THE ART CAXTON PLATEN PRESS.

In the advertisement section will be found an advertisement from John Haddon & Co., London, England, illustrating their products — the Art Caxton Platen Press and the Haddon Safety Platen — two machines which are new to this market.

The sale of these two new machines was placed in the hands of H. Hinze, Tribune building, New York, and very shortly there will be some of these machines on exhibition in that city, as well as in Chicago, so that the trade can inspect them. Both styles, while new to this market, have been tried out in many countries, especially in Europe, and it has been found out that both machines have all the latest improvements and have many features which no other machine of the kind has.

The Art Caxton Platen Press is the heaviest-built machine of its kind, weighing fifty per cent more than any other machine on the market, and has an inside chase of 18 by 22½ inches. The double-position platen, double gearing, automatic side-register lay, roller-lifting device, four large form rollers, are only a few of the many exclusive features of this machine.

The safety platen has many advantages over its rivals, and readers will make no mistake in communicating with H. Hinze, Tribune building, New York city, who will be pleased to give full information regarding this machine.

HACKNEY VENTILATING SYSTEM.

The Hackney Ventilating Company, of St. Paul, Minnesota, is making a special study of printing-office ventilation. This concern is in a position to adapt its system to every requirement. The articles on the "Ventilation of Composing-rooms," by L. A. Schmidt, which appeared in the February and March issues of THE INLAND PRINTER, have quickened interest in these matters, and printers who are investigating ventilation problems will find much of value to them in the literature of the Hackney Ventilating Company, obtainable from the company on request.

NEW BUILDINGS FOR THE HAMILTON MFG. CO.

The Hamilton Manufacturing Company, of Two Rivers, Wisconsin, is at work on the construction of additional buildings for its steel department. The new buildings have been designed by eminent engineers, and are of the most approved construction for steel work — combining the best light, together with strength and fire resistance.

The new buildings will provide approximately 70,000 square feet, which, together with the present Steel Department buildings, will total close to 100,000 square feet for

that branch of the business. This is, indeed, a splendid indication of the great strides the printing world has taken in the last few years, and of the healthy tone of the business at the present time.

ELECTRICAL EQUIPMENT FOR THE NEW YORK TRIBUNE.

The Sprague Electric Works of General Electric Company, New York, has been awarded the contract for furnishing and installing a complete electrical equipment in the new plant of the New York *Tribune*. The apparatus will consist of the following: One 200 kilowatt, 125 volt, engine type generator; two 60-horse-power double-motor equipments with full automatic push-button-control systems for operating Duplex newspaper presses; two electric hoists for handling paper-rolls; various individual motors for operating stereotyping machinery; the present switchboard is to be remodeled with new instruments, switches, etc.; Sprague conduit will also be used in the installation.

Thirty-two linotype machines in the composing department are already driven by Sprague electric motors, and with the new additions to be made the plant will be a modern one in every respect. The Sprague Electric Works has long made a specialty of this class of installation, and the *Tribune* outfit will be a striking example of what electricity is doing for the modern newspaper.

ONE-PIECE STEEL LETTERBOARD.

A broad patent covering letterboards has just been allowed Thomas W. Suddard, manager of the Steel Department of the Hamilton Manufacturing Company, Two Rivers, Wisconsin. Under this patent, which has been assigned to the Hamilton Company, that concern will be able to supply exclusively with their Printers' Steel Furniture Letterboards made of one piece, which are naturally much stronger and more rigid than those made of several pieces joined together.

The new letterboard is only one of many remarkable things the Hamilton Company is doing in their new steel department, many interesting evidences of which are to be found in their beautiful new catalogue showing the furniture in actual colors, copies of which will be prized by every printer fortunate enough to receive one.

A MODERN PAPER BOX.

Under the title "A Modern Package" the M. D. Knowlton Company, of Rochester, New York, in an attractive booklet to paper-box makers and printers, describes a new style of box. Its chief advantage is its unusual strength, due to the fact that the board of which it is made is lined on one side with a paper of sufficient strength to permit of creasing the board, instead of scoring it. Only two machines are required in its manufacture, and the field for a box of this character, combining the strength of wood with the cheapness of the paper box, is unlimited.

AUTOMATIC PRESS CONTROL.

A new publication that should prove of special interest to the printing fraternity, and those who care for the printer's electrical requirements, is a bulletin of the Monitor Controller Company of Baltimore, dealing with the subject of automatic control for printing-presses and the various machines used in the allied trades. Such devices as those dealt with should greatly increase the efficiency of the pressroom, owing to the time saved in the control of the press, and in the saving in wear and tear on the machines. The value of automatic control is fully realized only with machines having their own source of power — that is, individual-motor drive. Modern printing-presses are such machines, and where frequent stops and changes in speed are required, with often a return to the previously attained running speed, the old-fashioned switches and regulating rheostat boxes on the press are clumsy and inadequate, compared to a positive and accurate automatic push-button-control system.

A perusal of the pages of this bulletin will at least afford one the opportunity of becoming acquainted with the most recent types of apparatus developed for the automatic control of printing-presses and the like.

THALER LINOTYPE KEYBOARDS INCREASE SPEED.

Printers who are ambitious to become linotype operators and linotype operators having low speeds should practice on Thaler Keyboards. For printers who have no knowledge of the principles of operating and whose ambition is to become linotype operators, no better beginning can be made than to combine a Thaler Keyboard with "Correct Keyboard Fingering," by John S. Thompson. The keyboard — which is made by the Thaler Keyboard Company, Washington, D. C.— is the means and the book is the way, or the guide, as it were.

Operators who were so unfortunate when they started to learn the fingering as not to use all of their fingers, or who pounded the keys, have a means of overcoming their handicap and consequently increasing their speed at a lesser expense of energy.

These keyboards are like machine keyboards in dimensions, and are light and compact. They are comparatively cheap when the work they perform for you is considered.

Thaler Keyboard, with "Correct Keyboard Fingering," costs $5. "Correct Keyboard Fingering," without keyboard, is 50 cents. Both are for sale by The Inland Printer Company, Chicago.

SEYBOLD MACHINE COMPANY IN NEW RAND-MC NALLY BUILDING.

The Seybold Machine Company is now located in its new quarters, in the New Rand-McNally building, 112-114 West Harrison street, Chicago. While the factory of the company is at Dayton, Ohio, the new Chicago offices and exhibition rooms are supplemented with a high-grade machine-shop and a "service" room, so that prompt and efficient service will greet the many customers of this well-known concern. A complete line of the company's products, including machinery for bookbinders, printers, lithographers and paper-mill men, will be displayed in the exhibition rooms.

"THE TRIUMPH CHRONICLE."

The Triumph Electric Company, of Cincinnati, Ohio, has recently established an interesting monthly as a medium of intercommunication between its customers and its various branches. The various electrical manufactures of the company are exploited in its pages, and valuable information in electrical engineering is given, together with current topics dealing with the personalities extending the activities of the Triumph Electric Company. Much general matter, original and selected, brighten its well-printed and handsomely illustrated pages. J. F. Nisbet is the capable editor.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLIX. JULY, 1912. No. 4.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publieation of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand. London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

ADDRESS WANTED.

$25 REWARD and costs will be paid to person supplying information that will lead to the restitution of Fred Goga to his dying mother; age 18, 5 feet 10 inches tall, weighs 130 pounds; untalkative, dark shade blond hair, four fingers left hand knotted by break, facial expression sad and diligent; no clothes, mind weak, nervous, no bad habits; spent last summer in Germany; plays violin; left Cleveland May 23, Akron few days later; pressfeeder and two-thirder typesetter; no card now; his quick return only means of saving aged mother's life; please hold him and send telegram to mother, 3686 East Forty-ninth street, Cleveland, Ohio.

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of bodytype, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS — A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 post-paid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

SCHEDULE OF PRICES ON BOOKBINDING — A practical scale compiled from cost-system produetion; will save its cost many times over in a short time. Price, $2. F. M. COWEN, Houston, Tex.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

FOR SALE — Half-interest in weekly newspaper and job office; splendid opportunity for ambitious printer; Park *Record*, eight pages, all home-print, established 1880; Park City, Utah, produces weekly 4,000,000 pounds ore; has paid $50,000,000 in dividends; 1,500 men employed in mines and mills, wages $3 up per day; population, 4,500, sixty business houses, modern advantages; market for rich farming section adjacent. *Record* plant comprises Miehle press, folder, Junior linotype, jobbers, cutter, punching, perforating, stitching machines, electric power, plenty of modern material and type equipment. Own lot and building, center main street, near new government building. Business pays $250 per month net. Average monthly receipts past year: Advertising, $426.68; jobwork, $311.51; subscription, $111.96. Total expense, $600, including paper stock and wages of two proprietors. Owner in charge of mechanical end must move family to lower altitude. Will sell half interest for $1,500 in easy instalments from profits of business. Fine chance for one seeking high, dry, healthful mountain climate. W. A. RADDON, Park City, Utah.

FOR SALE — Modern job-printing plant in Memphis; one Autopress and jobbers; good business established; excellent location; operating expense lowest in city; owner retiring; cash or terms. BOX 951, Memphis, Tenn.

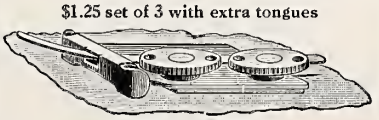
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SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



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MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

OLD, ESTABLISHED PLANT FOR SALE — Well-equipped newspaper and general printing plant, located in central southern Michigan, consisting of three cylinders, two platens, wire-stichers, Dexter folder, power cutter, standard linotype, electric motors, etc. Established over 70 years ago; two well-established specialties, with large margin of profit; daily and weekly newspapers with circulation over 1,700; county seat of prosperous agricultural county of 75,000 people; output of plant, $30,000 annually; give ability to make deal in first letter. G 887.

FOR SALE — Book-printing plant, centrally located in New York city and running at the present time publishers' work. Equipment consists of five 41 by 61 flat-bed Huber presses; eight 39 by 52 flat-bed Huber presses; two 42 by 52 flat-bed Huber presses; one 33 by 50 flat-bed Miehle press; one 44-inch Brown & Carver paper-cutter; main and counter shafts, pulleys, clutches, rollers, etc.; price, $18,000 — $5,000 cash, balance on easy terms to responsible parties. Address E. H., P. O. Box 1321, New York city.

WANTED — Practical printer with business experience, and a good mixer, competent to make estimates, and with $10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply CHRISTIE LITHOGRAPH & PRINTING CO., Duluth, Minn.

I WILL GIVE FIFTY DOLLARS to the party who will furnish me with information of good field for a linotype trade shop, if I locate on his information; give full particulars in first letter. G 892.

FOR SALE — Printing business; special line; has paid good profit for 20 years; owner retiring; fine chance for practical printer (comp.) with a little cash. G 866.

DESK ROOM — Fine office, best location for manufacturers' agent, stenographer, telephone. PECKHAM MACHINERY COMPANY, 1 Madison av., New York city.

FOR SALE — BARGAIN in printing business in largest city in Texas. G 444.

Publishing.

MONTHLY MAGAZINE, devoted to orchards and western land development, can be bought for $5,000. HARRIS-DIBBLE COMPANY, Masonic bldg., New York city.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two-revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

LARGE PLANT SALE — Very low prices for quick shipment. Miehle, 43 by 56, motor, Dexter feeder; Huber, 46 by 61, Huber Perfector, No. 43 Optimus, Seybold Smasher, Linotype, 30 fonts matrices, liners, ejector-blades; complete monotype equipment; 700 zinc, steel and brass galleys; time stamps, 50 paper platforms; all type 15c per pound. State what you want. PECKHAM MACHINERY COMPANY, 1 Madison av., New York city.

FOR SALE — Our complete linotype plant, consisting of two Model No. 4 quick-change double-magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two-letter matrices. KEYSTONE PUB. CO., 809-12 N. 19th st., Philadelphia, Pa.

FOR SALE — Three No. 2 Linotype machines, equipped with German and English matrices; GERMAN DAILY GAZETTE PUBLISHING COMPANY, Philadelphia, Pennsylvania.

LINO-TYPEWRITER — The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — Falcon job press, automatic feed and delivery, size 12 by 18 inside chase; run but a short time; a bargain. Address BAKER-VAWTER CO., Benton Harbor, Mich.

BARGAIN IN NEW WOOD TYPE — Useful Gothic series in 8, 10, 12, 15, 20, 24 line first-class wood type; write for price and samples. GERHARDT, 1162 Liberty av., Brooklyn, N. Y.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

FOR SALE — One Model No. 3 Linotype, No. 7374, with one extra magazine. THE COMMERCIAL PRINTING CO., West Exchange and Water sts., Akron, Ohio.

FOR SALE CHEAP — Complete stereotyping outfit, suitable for fair-sized printing plant; investigate this. AMERICAN LOOSE LEAF MFG. CO., Chicago, Ill.

FOR SALE — Burton Peerless perforator; will do good work; a great bargain at $75. Address BAKER-VAWTER CO., Benton Harbor, Mich.

FOR SALE — Two-color, four-roller Huber press, 32½ by 50½, complete, with overhead steam fixtures, ten years old, in good condition; cheap. G 868.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. D 638.

FOR SALE CHEAP — Campbell pony, 34 by 50 bed, good condition. E. B. LOVELAND PRINTING CO., Mt. Vernon, N. Y.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete. JACKSON & BELL, Wilmington, N. C.

HELP WANTED.

Operators.

WANTED — Machinist-operator who can work on floor; speedy and accurate; state wages. BOX 593, Troy, N. Y.

Pressmen.

GORDON PRESS FEEDERS wanted for Multigraph printing; steady positions for satisfactory men; young men eighteen to twenty years preferred; apply by letter to E. D. GODFREY, 20 Vessey st., New York city.

HELP WANTED — Harris pressman; we want a man who is thoroughly familiar with the Harris two-color press; capable of getting quality work at a minimum of cost; to a reliable man, we offer every opportunity for advancement; state experience and references in first letter. THE CIRCULAR ADVERTISING CO., 218-20 E. Fourth av., Cincinnati, Ohio.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Salesmen.

TYPE AND MACHINERY SALESMAN wanted for western Canada; experienced, reliable man, one familiar with Barnhart Bros. & Spindler's goods preferred; apply with references. MILLER & RICHARD, Type Founders, 123 Princess st., Winnipeg, Can.

EASTERN INK AND COLOR HOUSE desires representative for New England States; good, permanent position for energetic man who can command trade; state experience and salary required. G 607.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York; seven Linotypes; day and evening classes; lesson sheets; mechanical instruction; employment bureau; hundreds of successful graduates. Write or call for particulars.

SITUATIONS WANTED.

Bookbinders.

BOOKBINDER — First-class all-around man desires position; finisher, forwarder, marbler, gilder and ruler; edition, blank-book, as well as loose-leaf binder; West preferred. G 715.

BOOKBINDER — First-class finisher and forwarder wants position; experienced in blank-books, editions and loose-leaf binders. G 880.

BINDERY FOREMAN of good executive ability, who thoroughly understands the business in its different branches, wants position. G 459.

Compositors.

FIRST-CLASS JOB COMPOSITOR — German-English; quick, correct worker; man of originality and taste; A-1 designer and letterer; able to work out ideas attractive and up to date; reliable, sober; union man; best references; state wages. G 872.

SITUATION WANTED — Compositor, job and ad.; central West or South. L. HANSULT, 252 University pl., Woodhaven, L. I.

Engravers.

SITUATION WANTED as superintendent or manager of photoengraving plant, by a practical man of ability now employed as superintendent in one of the largest shops in the West; can furnish the best of references from past and present employers. G 865.

Foremen.

TO NEWSPAPER MANAGERS — If you are in need of a first-class foreman of your web pressroom, or superintendent for both pressroom and stereotyping departments, I would be pleased to correspond with you; have had twenty-five years' experience in the mechanical end of the business, have good executive ability and am thoroughly competent; A-1 references. G 878.

WANTED — Foremanship of composing-room in large or medium sized shop; either working or desk foreman. G 799.

Operators.

SITUATION WANTED by an all-around man; linotype operator for 8 years; past 4 years have been foreman and superintendent of Chicago periodical; am also good ad. and job man; references from my present employers. G 864.

LINOTYPE OPERATOR-MACHINIST of 2½ years' experience in general line of linotype work desires position in the North or West. J. A. BRAUN, 610 Seeond st., N. W., Washington, D. C.

LINOTYPE OPERATOR would like to locate his machine with some reliable printing-plant needing composition, and where opportunity for other composition is good. G 588.

STYLE D MONOTYPE keyboard operator wants steady position on straight matter; capable of 5,000 to 6,000 and better an hour; West preferred; union. G 873.

Pressmen.

A FIRST-CLASS, all-around pressman, can furnish any amount of references as to ability and character, wishes to get connected with a good print-shop in a town from 60 to 150 miles from Chicago; in a shop that wishes to increase business, as he has in view a class of work that can be held by a little exertion, and, if necessary, can put in some cash in a progressive concern. F 832.

SITUATION WANTED — First-class cylinder pressman, foreman experience, finest grade half-tone colors, desires change; within 240 miles of Chicago preferred; write conditions. G 879.

SITUATION WANTED — Cylinder pressman, young, married man, thoroughly competent on high-grade work, wants permanent position; Pacific West. G 724.

POSITION WANTED by cylinder or platen pressman of 12 years' experience; good commercial printer; union; state wages; must be steady work. G 722.

PROFICIENT PRESSMAN desires position in Greater New York; cylinders and jobbers, working foreman, good executive. G 874.

Salesmen.

SALESMAN with seven years' successful road experience in printing machinery and printers' supplies wants position with exclusive machinery house; age 38, married; regular habits; references. G 870.

WANTED TO PURCHASE.

WANTED — 29 by 43 and 32 by 47 Babcock Optimus presses. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Eleetric-welded steel chases for job and cylinder presses. 7-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 LaSalle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photoengravers' Machinery and Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

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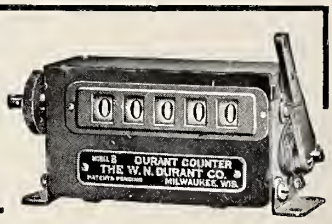
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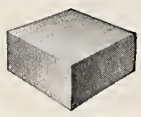
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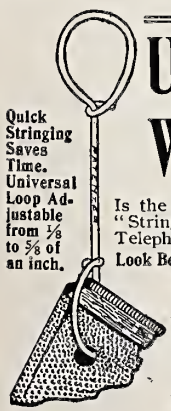
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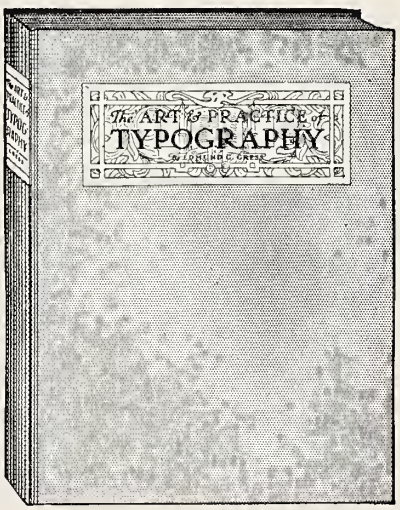
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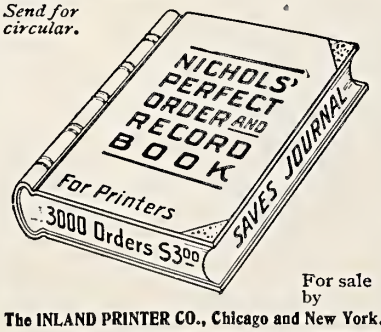
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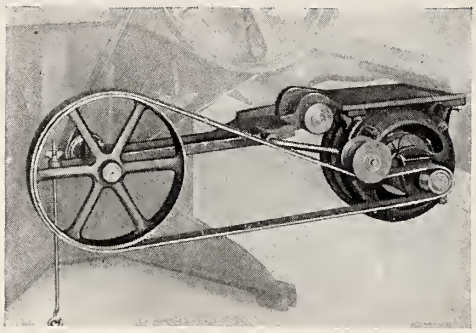
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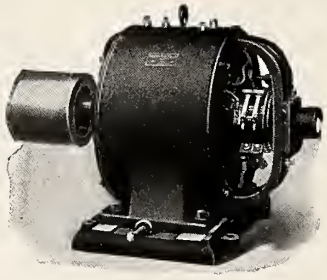
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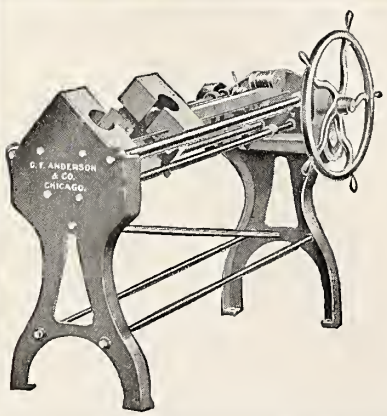
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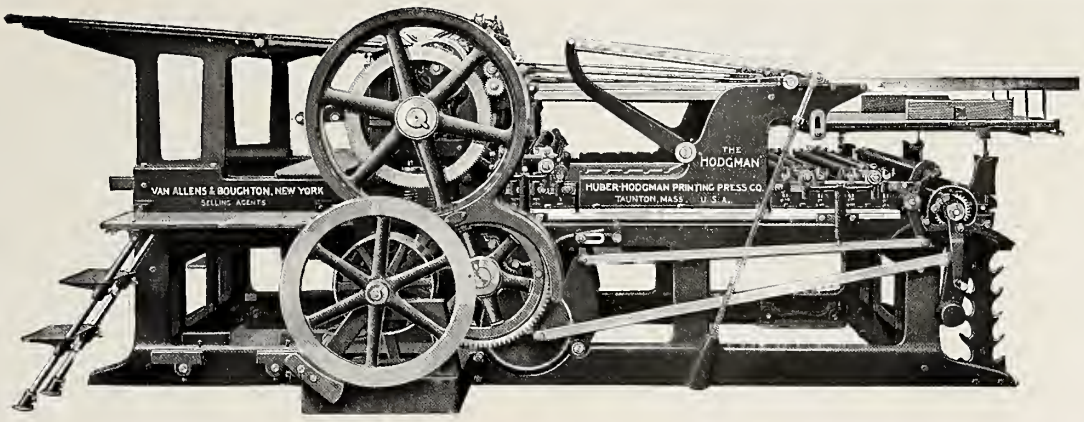
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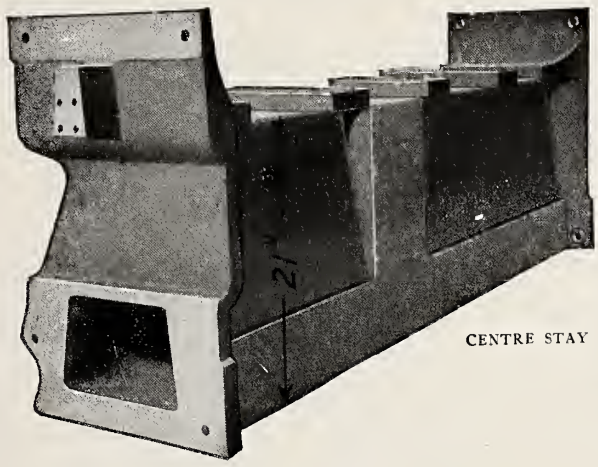


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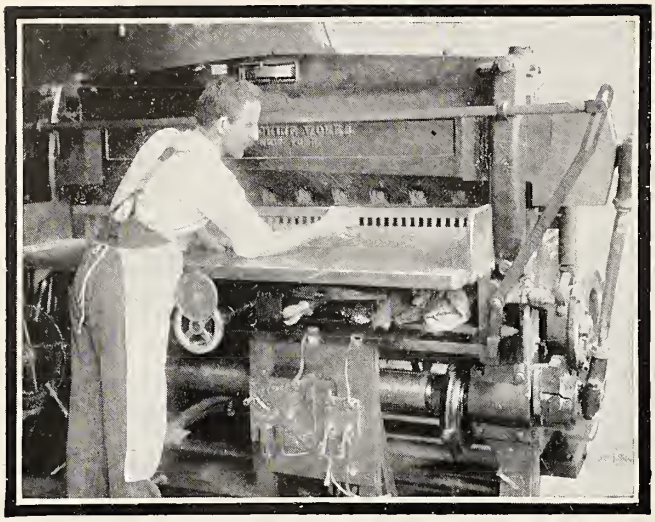
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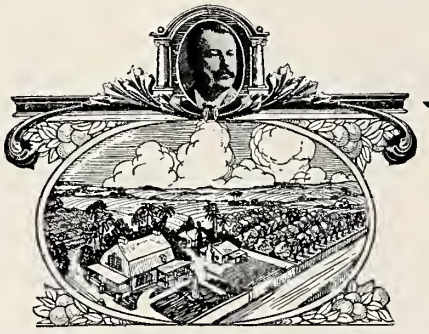
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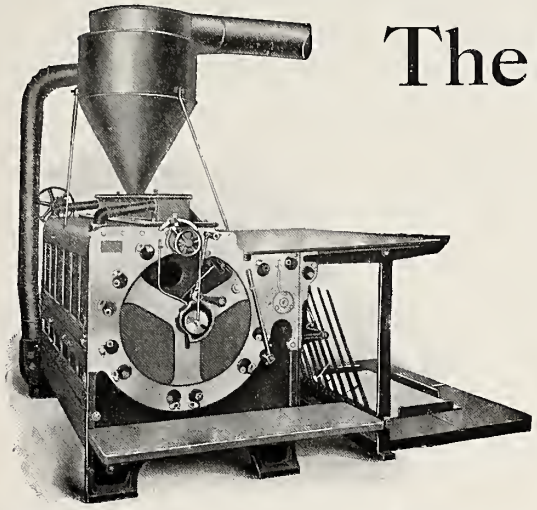
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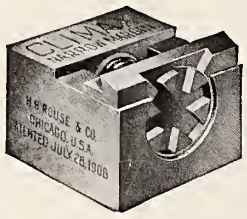
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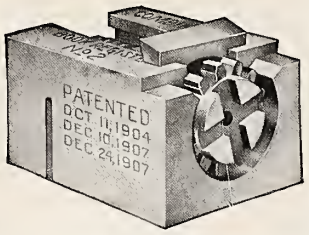
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They are used in preference to all others by those who know most about *using* hooks — the foremost printers in America, including the pioneers of the three-color industry.

Climax and Combination Hooks satisfy your most critical and successful competitors and *will satisfy you.*

Made Only By

H. B. ROUSE & CO.

CHICAGO

"Modern Methods" Explains Everything
Have You Got Your Copy? It's FREE

"EFFICIENCY

Ease of Control, Cleanliness, Economy of Space *and* Increase of Output at Decreased Cost"

These are the advantages of individual motor-drive for printing-presses, as described in a recent article in the *Electrical Record.*

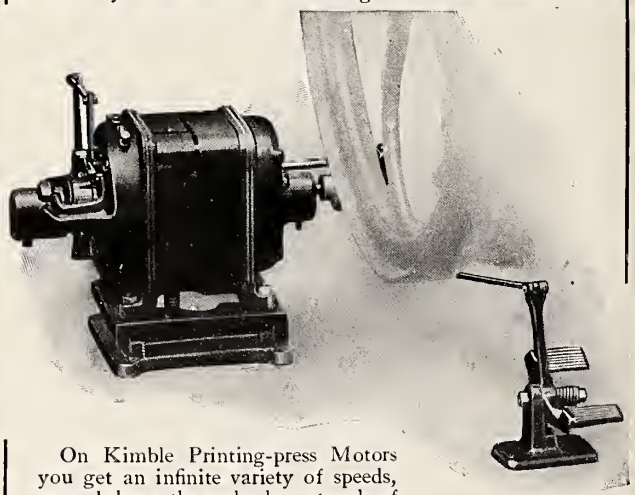
And no motor embodies all these advantages quite as fully as the

KIMBLE

Variable-speed, Single-phase, Alternating Current

PRINTING-PRESS MOTORS

This we stand ready to prove by actual test, in competition with any other make of alternating current machine.



On Kimble Printing-press Motors you get an infinite variety of speeds, up and down the scale, by a touch of the toe on the foot levers.

"A Touch of the Toe To Go Fast or Slow"

and it is all done *in the motor itself,* without the expensive juice-eating controlling devices such as are necessary on other alternating current motors.

And, secondly:

When you reduce *speed* on the Kimble Printing-press Motor, you cut current *cost* correspondingly.

"Kimbleize Your Shop and Paralyze Your Power Bill"

Kimble Motors for Jobbers.
Kimble Motors for Ponies.
Kimble Motors for Cylinders.
Kimble Motors for Linotypes.
Kimble Motors for Cutters, Stitchers, Folders, etc.

The *right* Kimble for each machine in any shop, from the Government Printing-office in Washington to the humblest back-room printery.

Get our catalog Get our estimates
Get our advice All are free

Kimble Electric Company

1125 Washington Boulevard Chicago

DISTRIBUTION REGISTER WEAR-PROOF IMPRESSION SPEED CONSTRUCTION

It's not what we say the AUTOPRESS can do, but what its users say it has *done*.

DISTRIBUTION "It is a pleasure for me to say that the Autopress is a little wonder and a practical money-making machine. It does its work well, having fine distribution and three form rollers, which aids in turning out the nice class of work it does." — CHAS. S. BEELMAN, Fremont, Ohio.

"We are just finishing a four million run of circulars, sheet 10½ by 12½, half-tones and type, with delicate half-tone screen border effect. The quality of the work has been much superior to that obtained a year ago on the same job handled on a large cylinder, when we handled the work in a different manner, as we then had no Autopress." — THE BANKERS PUBLISHING COMPANY, Toledo, Ohio.

"We enclose a little booklet printed in duotone, which we recently completed on our Autopress. We consider this as good a piece of work as could be turned out on any press of any style or make whatever, and we know that no press outside of an automatic could make the time we made on the Autopress." — W. M. LINN & SONS CO., Columbus, Ohio.

IMPRESSION "We take the pleasure now of assuring you that we are getting with your Autopress the full value of our forms; gaining a remarkable impression at such speed. The colorwork which we have sent you proves to you what we have been able to accomplish." — WM. MITCHELL PRINTING CO., Greenfield, Ind.

REGISTER "For duplicate, or any register work, the register is perfect, and we believe can not be duplicated on a Gordon or cylinder." — THE INTERNATIONAL BLANK BOOK CO., Chicago, Ill.

QUICK MAKE-READY "The fact that two months after installing our first press we placed an order for another press would indicate that the press was giving satisfaction. Our purpose in putting in the "Auto" was primarily to handle these orders, expecting to run the smaller runs on our Gordons, of which we have seven, but have found that the "Auto" is a time-saver on even the smaller runs, as it is as quickly made ready as the Gordons." — THE GEO. L. CURTICE PRINTING CO., Akron, Ohio.

SHORT RUNS "We find the press practical for runs as low as 2,000 and, of course, the longer runs are more profitable. Our trouble has been to provide enough work for the press. The work that the press will do disappears very rapidly and the output is almost wonderful." — STEARNS BROTHERS & CO., Chicago, Ill.

WEAR-PROOF CONSTRUCTION

"The machine we have used for two years does absolutely as accurate work as it did when first installed, but in this regard beg to advise that we have from time to time made some few little repairs, the cost of which were almost nothing, and to-day the machine is in as good condition, we believe, as when we purchased it." — WELDON, WILLIAMS & LICK, Cincinnati, Ohio.

"The two Autopresses that you installed in our plant are giving the greatest satisfaction. The first one is now running over a year, and the second one about four months. We are pleased to say that we have not spent one cent on either of these presses for repair in all this time, and both have been running steadily eight hours a day, with the exception of time required to change the forms. We run these Autopresses at the rate of 5,000 an hour, but when pressed for time, have speeded them up to 6,000 an hour and get the same satisfactory results as on the slower method." — HENNEGAN & CO., Cincinnati, Ohio.

"After using our Autopress for two years we are well satisfied that we made no mistake in buying it. It has been running constantly and has given us no more trouble or upkeep expense than any other cylinder press per thousand impressions. To express it in a word, we are 'Satisfied.'" — THE YOUNGSTOWN PRINTING CO., Youngstown, Ohio.

"We find press to be a very durable machine. Its impression is very rigid and its ink distribution is very good." — ARCUS TICKET CO., Chicago, Ill.

DOES WHAT IS CLAIMED "The Autopress does all that is claimed for it and then some. When one sees his machine in operation and sees the stream of paper and quality of work that is being piled up in the jogger, he wonders how he ever got along without it." — THE CITIZENS PRINTING CO., South Omaha, Neb.

"The Autopress has not failed to come up to every claim the manufacturers made for it." — THE FRANKLIN PRESS, Detroit, Mich.

RANGE OF WORK "We have given the machine severe tests on light-weight onionskin and three-color work on 25-lb. S. & S. C. cover stock, as well as heavy enameled, on all of which we have found register perfect and general working highly satisfactory." — GARBER PUBLISHING CO., Ashland, Ohio.

OUTPUT "Regarding your press that we have been operating for nearly two years, we find it nicely meets our requirements on a lot of our work, and on such work as is suited for this press as to size of form and weight of stock, we get a high rate of speed and a satisfactory result." — THE SALEM PUBLISHING CO., Salem, Ohio.

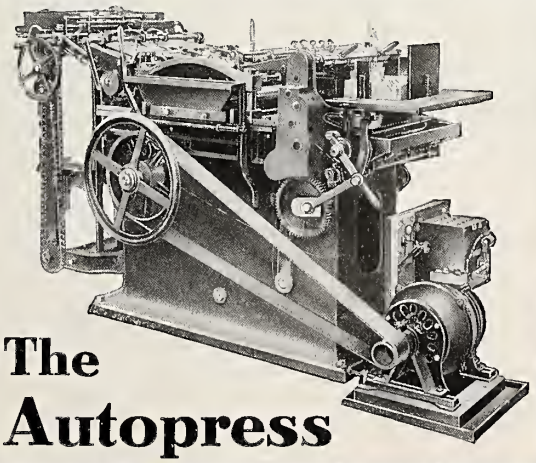
"We like the Autopress. It does good work, and does it very fast. Have just finished a run of 75,000 at an average of 4,000 per hour." — THE MONROE DEMOCRAT, Monroe, Mich.

Note the unparalleled printing range of the AUTOPRESS. Remember that its wonderful distribution, perfect register, easy make-ready and great speed will qualify you to do every grade of long or short runs more quickly and at greater profit for each job. Every claim is guaranteed. Saving in feeders' wages alone buys the AUTOPRESS. Sold on terms suitable to your convenience.

SEND TO-DAY FOR FULL PARTICULARS

THE AUTOPRESS COMPANY

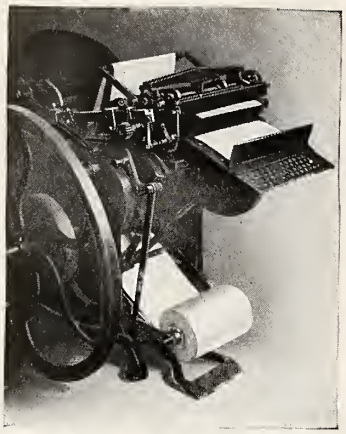
299 Broadway, New York



The Autopress

BRANCHES

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.
MEXICO CITY, MEX.



Bresnan's Automatic Feeder

Is an Attachment for the Gordon Press that converts it into an Automatic SELF-FEEDING Press.

The Attachment is fastened to the feed-board of the press and is operated by a connection to the draw-bar or side-arm of the press.

The sheet is fed from the roll underneath, which can be placed in front or rear as convenience requires; passing up through the center of the press it is drawn to the size required and cut off.

The Attachment will fill a long-felt need, and the price is within the reach of any printer.

De Boise Bresnan Co. **23 Park Row, New York**

Franchise Bond

8 ¾ cents per lb.

Incomparable at the price

Stocked in all standard sizes, weights and nine colors

A sample will prove our claim as to quality

Parker, Thomas & Tucker Paper Co.

"Profit-Producing Printing Papers"

514-522 Sherman Street Chicago, Ill.

Final Decision

The U. S. Circuit Court of Appeals, Second Circuit, affirmed the opinion of the lower court and dismissed the suit instigated against us by the Gilbert, Harris Co., of Chicago, for alleged infringement of the metallic overlay.

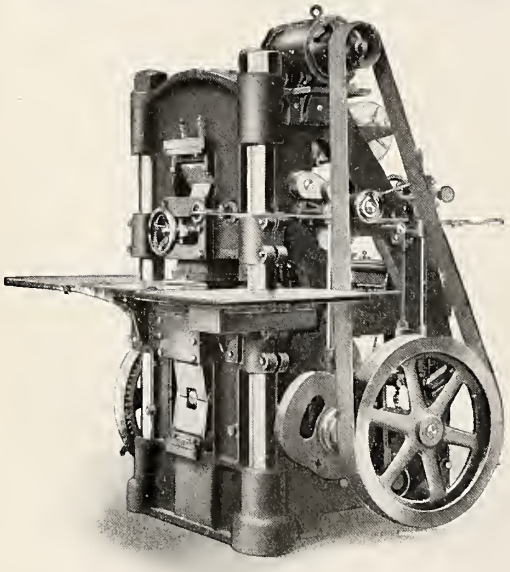
WATZELHAN & SPEYER

General Representatives

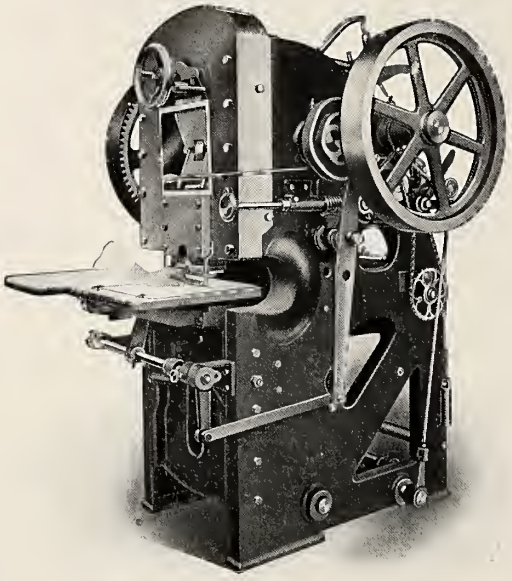
THE MECHANICAL CHALK RELIEF OVERLAY

183 William Street, New York, N. Y.

The Carver 6x10 inch Automatic Die and Plate Press



The 4½ x 9 inch Carver Press with Card Feeding Attachment and Plunger Finger Guard



C. R. Carver Company N. W. Cor. Twentieth and Clearfield Streets PHILADELPHIA, PA.

CANADIAN AGENTS: MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA: PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

You always get prompt deliveries with

HAMMERMILL BOND

¶ No rush job—and all printing jobs are rush—need wait for the proper paper now. Hammermill Bond is not only the quality paper at a moderate price, but it's the paper you don't have to wait for. We carry it in stock on all sizes, all weights and all 12 colors. We tripled our plants to do it; but we've caught up with our deliveries now, and can guarantee to ship your order the day that we get it.

¶ But remember that your great reason for using Hammermill Bond is because its price is as moderate as its quality is high. Send for our free book of samples.

Tear a sheet both ways of the grain. Note how it tears with a feathery edge—that shows the fibre that gives strength. Feel how thick and heavy it is. Admire its surface. In two minutes you can prove how much better Hammermill is than any of the bond papers for which you have been paying 33⅓ to 50% more.

¶ Hammermill Bond enables you to meet price competition and to allow a fairer proportion of cost to the careful printing on which the "job" is judged. When you use needlessly expensive paper, you minimize your profit as well as restrict your market. For Hammermill Bond enables business men to make unlimited use of printed matter for form letters, circulars, blanks and the scores of uses for which we are advertising it in the magazines.

Write for Free Book of Samples on your Letter-head—NOW.

HAMMERMILL PAPER CO.
ERIE, PENN.



DISTRIBUTORS OF HAMMERMILL BOND

Albany	Hudson Valley Paper Co.	Montreal	Howard Smith Paper Co.
Baltimore	Dobler & Mudge	New York City	Merriam Paper Co.
Birmingham	The Whitaker Paper Co.	New York City	Union Card & Paper Co.
Boston	Bay State Paper Co.	Omaha	Carpenter Paper Co.
Buffalo	Alling & Cory Co.	Philadelphia	I. N. Megargee & Co.
Chicago	Dearborn Paper Co.	Pittsburgh	Alling & Cory Co.
Cincinnati	The Whitaker Paper Co.	Portland, Ore.	Blake, McFall & Co.
Cleveland	Petrequin Paper Co.	Providence, R. I.	R. L. Greene Paper Co.
Denver	Carter, Rice & Carpenter Paper Co.	Richmond	Richmond Paper Mfg. Co.
		Rochester	Alling & Cory Co.
Des Moines	Carpenter Paper Co.	St. Paul	Wright, Barrett & Stillwell
Detroit	Beecher, Peck & Lewis	St. Louis	Mack-Elliott Paper Co.
Indianapolis	Crescent Paper Co.	Salt Lake City	Carpenter Paper Co.
Kansas City	Kansas City Paper House	San Francisco	Blake, Moffitt & Towne
Los Angeles	Blake, Moffitt & Towne	Seattle	American Paper Co.
Minneapolis	John Leslie Paper Co.	Washington	R. P. Andrews Paper Co.

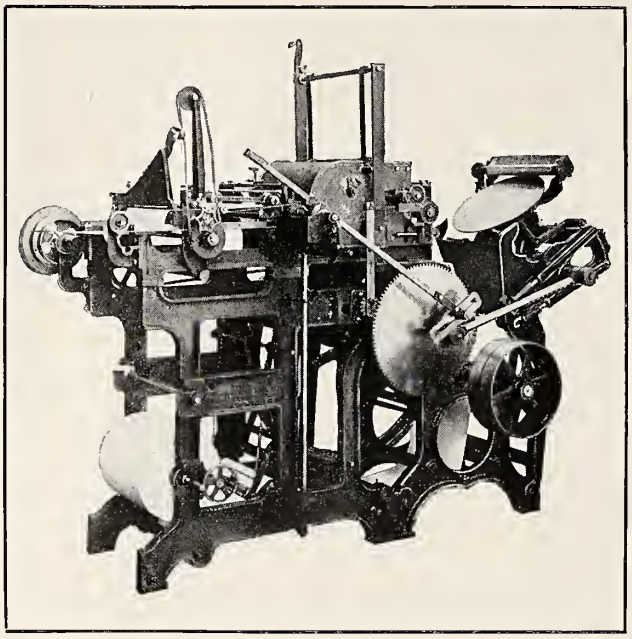
TOLEDO WEB PERFECTION JOB PRINTING PRESS

Prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

DOES PERFECT BRONZING. — Every objection to bronze work is eliminated by the TOLEDO WEB PRESS.

A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation UNIT. The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.



An ideal press for job-printers and *manufacturers who do their own printing.*

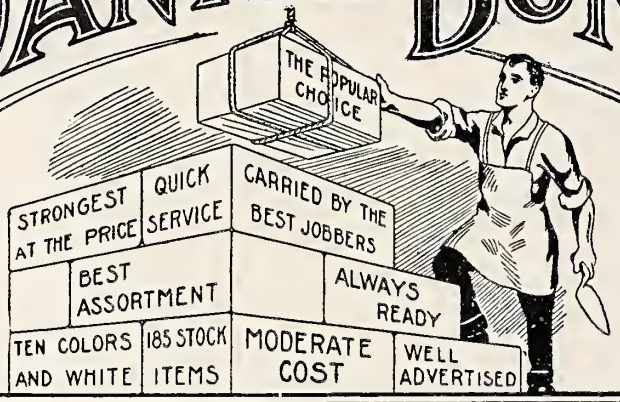
The Ames-Bonner Company, brush and mirror manufacturers, of Toledo, has kindly consented to allow us to send out samples of their box covers and labels now being printed on a TOLEDO WEB PRESS for their box-making department. Write us for these samples; they are interesting.

Prices, sizes and further information furnished upon request.

See page 122 in April Number of The Inland Printer.

TOLEDO WEB PRESS MFG. CO., Toledo, Ohio

DANISH BOND



IS A FOUNDATION FOR BIG BUSINESS

LIST OF DANISH BOND AGENTS

Albany, N. Y.	Hudson Valley Paper Company.
Baltimore, Md.	B. F. Bond Paper Company.
Boston, Mass.	Tileston & Livermore Company.
Brantford, Ontario	Barber-Ellis, Ltd.
Buffalo, N. Y.	R. H. Thompson Company.
Chicago, Ill.	Dwight Brothers Paper Company.
Columbus, Ohio	The Central Ohio Paper Company.
Denver, Colo.	Carter, Rice & Carpenter Paper Company.
Grand Rapids, Mich.	Dwight Brothers Paper Company.
Indianapolis, Ind.	Crescent Paper Company.
Kansas City, Mo.	Kansas City Paper House.
Los Angeles, Cal.	Blake, Moffit & Towne.
Louisville, Ky.	Louisville Paper Company.
Milwaukee, Wis.	Dwight Brothers Paper Company.
Minneapolis, Minn.	John Leslie Paper Company.
New York city	Miller & Wright Paper Company.
New Orleans, La.	E. C. Palmer & Company, Ltd.
Omaha, Neb.	Carpenter Paper Company.
Philadelphia, Pa.	Wilkinson Brothers & Company.
Portland, Ore.	Pacific Paper Company.
Rochester, N. Y.	R. M. Myers & Company.
San Francisco, Cal.	Blake, Moffit & Towne.
St. Louis, Mo.	Mack-Elliott Paper Company.
Toronto, Ontario	Barber-Ellis, Ltd.
Washington, D. C.	B. F. Bond Paper Company
Winnipeg, Manitoba	Barber-Ellis, Ltd.

B. D. RISING PAPER COMPANY MANUFACTURERS
HOUSATONIC BERKSHIRE COUNTY MASSACHUSETTS

Jaenecke's Printing Inks

have won favor throughout the United States because of their dependability and uniform quality in all colors and at all times.

Supremacy of quality and service is not the outcome of claims or arguments, but the result of proven merit.

Repeat orders and old-time customers are the two best evidences that JAENECKE'S INKS are satisfactory and dependable. The ANCHOR trade-mark, when seen on our package, is a positive guarantee of quality.

Our new sample-book will interest you; better still, a trial order will be more convincing as to quality and service.

NEW YORK
PHILADELPHIA



ST. LOUIS
DETROIT
PITTSBURG

Main Office and Works—NEWARK, N. J.

THE JAENECKE PRINTING INK CO.

CHICAGO OFFICE: New Number, 531 S. Dearborn Street

Old Number, 351 Dearborn Street



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

The Advantage of Being a Machinist-Operator

is shown in the number of situations of that kind that are advertised as being open. The installation of one, two and three machine plants in city and country offices is largely responsible for this. The mechanism of the Linotype is taught thoroughly at

The Inland Printer Technical School

Students taking mechanism are required to devote minute study to each part and its particular function, so that they may quickly locate difficulties and apply the remedy. This is done under the close supervision of the most expert teacher-machinist. He holds his job not because he has stock in the firm, but because he graduates satisfied students who stay satisfied.

¶ The oldest, best and most successful of the schools, and you can get a booklet telling all about it by dropping a postal to

The Inland Printer Technical School
632 South Sherman Street, Chicago, Ill.

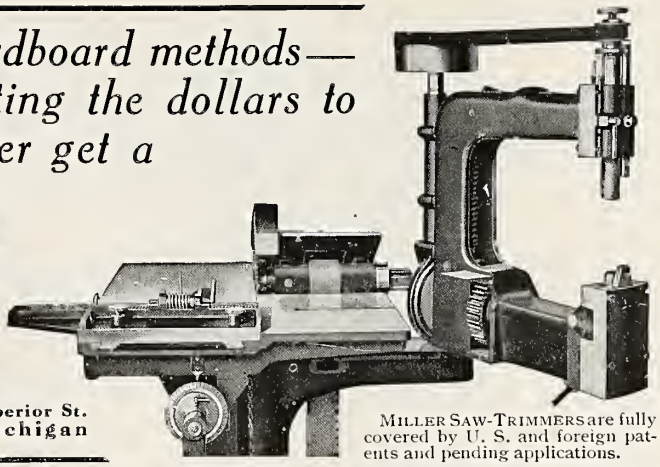
It takes time to justify a cut by cardboard methods—like adding the pennies or deducting the dollars to make the account balance—better get a

Miller on the Job

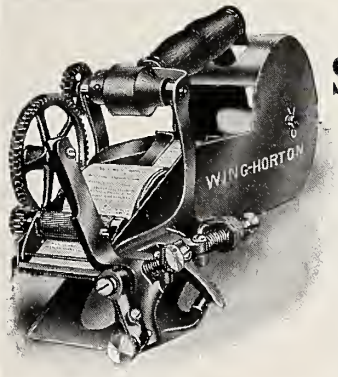
saws, trims, miters, drills, routs, jig-saws, files, planes type-high — every cut absolutely accurate

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO

The CLEVELAND FOLDER



WHEN one stops to consider the importance of the bindery as a profit producer, the reason of the *demand* for efficient machinery is apparent.

The Cleveland Folder does a little *more* than meet requirements.

No tapes, knives, cams, or changeable gears used in folding on the Cleveland.

Absolutely accurate register and greater speed than on any other folder.

Widest range of sizes and variety of folds.

MEETS ALL REQUIREMENTS— AND MORE

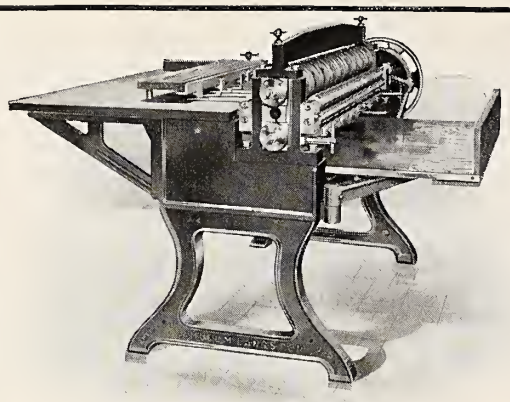
THE time for installing a Cleveland is *now* — you may have ample opportunity to try it out during the Summer season and be prepared for the Fall rush. It is quite likely you will want more Cleveland Folders after testing one — quite a few firms have found this to be the case.

Our unconditional guarantee is making many friends for the Cleveland.

Write to-day for full information.

THE CLEVELAND FOLDING MACHINE CO., Cleveland, Ohio

TORONTO TYPE FOUNDRY CO., Ltd., Canadian Sales Agents
AMERICAN TYPE FOUNDERS CO., Pacific Coast Agents
THE DENVER TYPE FOUNDRY CO., Denver, Colo.
J. H. SCHROETER & BRO., Atlanta, Ga.



The Langston Rotary Binders' Board Cutter

Cuts Binders' Board or Card Stock
Rapidly and Accurately

Saves Time and Money and Eliminates Spoilage

Write for full particulars

SAMUEL M. LANGSTON
CAMDEN, N. J.

METALOGRAPHY

HOW TO PRINT FROM METALS

By Chas. Harrap

Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/– or $2.00, post free.

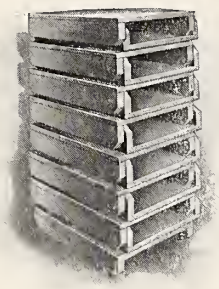
To be obtained from
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

Bishop's Order Book and Record of Cost

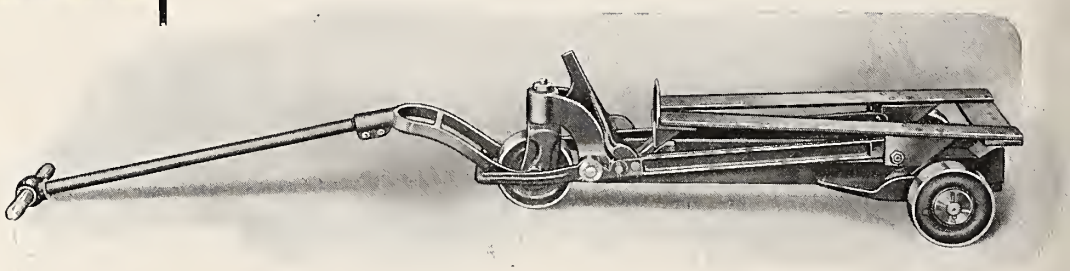
¶ The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price $3.00. Fourth edition.

SOLD BY

The Inland Printer Company
Chicago



A pile of nested platforms occupying space of one ordinary platform truck. Each of these inexpensive wooden platforms displaces an expensive platform truck.



Note the low center of gravity—the solid construction—the heavy frame-work of the Cowan Truck. It is absolutely stable, can not tip over and moves easily on its roller bearings.



Simply depressing the handle automatically elevates platform and locks it in position. Nothing to adjust.

The Cowan System

One Truck and 100 Platforms

The time and labor cost of handling stock cut in two. Saves floor space and storage equipment. Reduces insurance rates and facilitates production.

In successful use in hundreds of plants. Write for booklet and details.

Cowan Truck Co., No. 14 Water St. Holyoke, Mass.

New York Office and Salesroom:
Fourth Ave. Bldg., 381 Fourth Ave.

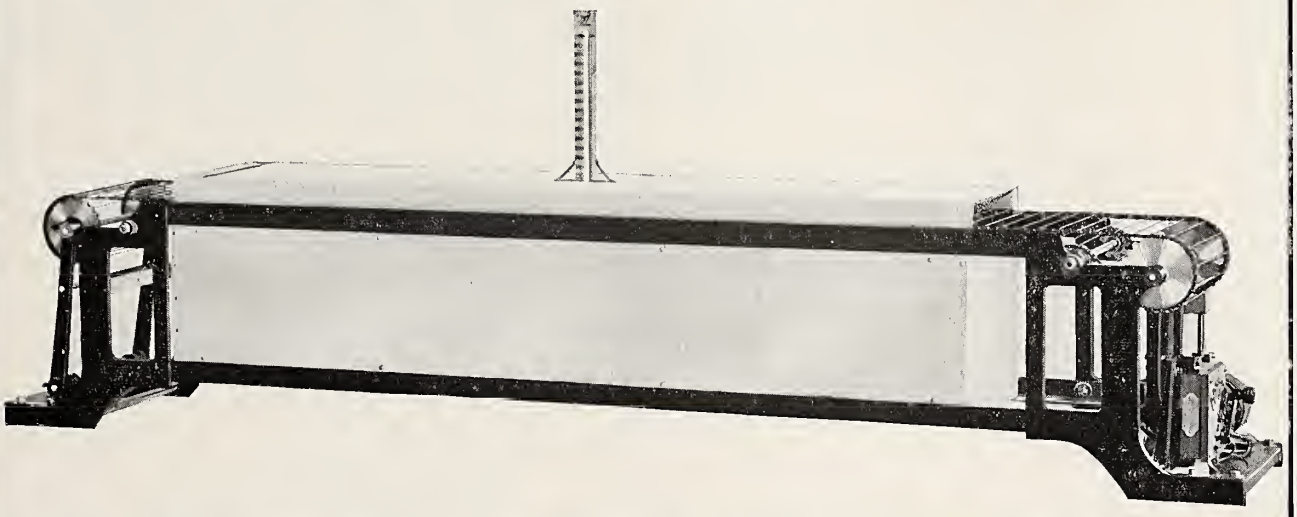
Chicago Office and Salesroom:
1320 Republic Bldg.

Atlanta Office and Salesroom:
2½ Auburn Ave.

The Biggest Money Maker

In the Printing Business Is

The "Embossotype Process"



¶ This little machine does the work of both the engraver and the die stamp or engraver's press, in a small fraction of the time and at a small percentage of the cost. It produces 1,000 pieces or more per hour of printing, perfectly embossed in either high gloss or copper-plate effect, direct from ordinary type forms, without dies or plates.

¶ Any boy or girl can operate it with a few hours' training.

¶ THE MACHINE, THE PROCESS AND THE PRODUCT ARE ALL FULLY COVERED BY PATENTS.

¶ Exclusive City, County or State rights to use the process and the machine are sold in the United States and Canada. It is, therefore, essentially an "early bird" proposition.

¶ Samples and detailed information furnished by the

CRUMP EMBOSSING PROCESS CO.

638 FEDERAL STREET, CHICAGO

W. B. WESTLAKE, Pres.
H. J. SMITH, Vice-Pres.
F. A. VIRKUS, Secy-Treas.

WARNING: The use of any imitative process, or of any other machine, will subject the user to prosecution for infringement.

SELLING AGENTS

The Cleveland Crump Process Co.,
Engineers Bldg.,
Cleveland, Ohio

Embossing Process Sales Co.,
309 Broadway,
New York

The Edwards Co.,
Dallas, Texas

The man who knows he knows —and why he knows—is the man who delivers the goods.

THE I·T·U·COURSE

gives compositors just that sort of theoretical and practical training.
Established four years, with more than 3000 students, the Course has proved beneficial to all kinds of compositors—young and old, efficient and backward.

For full information, drop a postal to

THE I·T·U·COMMISSION

632 SHERMAN ST., CHICAGO, ILL.

The price—$23 or cash, for $25 if taken on the instalment plan of $2 down and $1 a week till paid. This is less than actual cost. The International Typographical Union not only defrays all promotional expenses, but gives a rebate or prize of $5 to each graduate.

Exclusive Manufacturers of Guaranteed

SureStick Envelopes

You have talking points that *count* when you tell your customer that you are figuring to furnish him "Western States" envelopes — bond and ledger envelopes that "Stay Stuck" — envelopes so packed that they can't get dusty or discolored from long storage — envelopes with sterilized, flavored gummed flaps. And more important to you — our system of layouts enables you to print your sheets in advance, send them to us to be made up, and deliver the completed envelopes to your customer *on time* and at a *distinct economy*. And further — we specialize in furnishing **"Sure Stick" Envelopes in practically any brand of Bond or Linen Paper that you may specify.** Western States service takes care of you — and the sooner you know about it, the better it will be for you — your customers — and your bank-roll.

Western States Envelope Company, Milwaukee, Wisconsin.



"They Stick Like a Brother"

The BEST and LARGEST GERMAN TRADE JOURNAL for the PRINTING TRADES on the EUROPEAN CONTINENT

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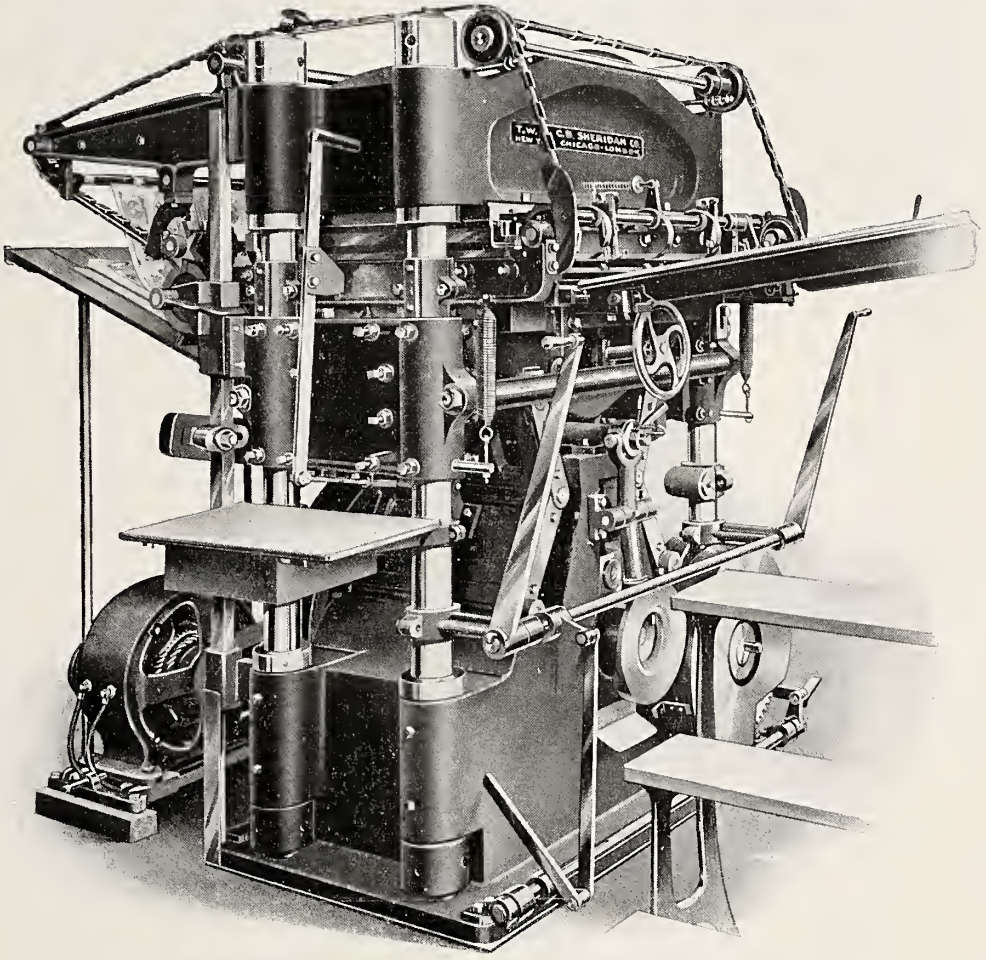
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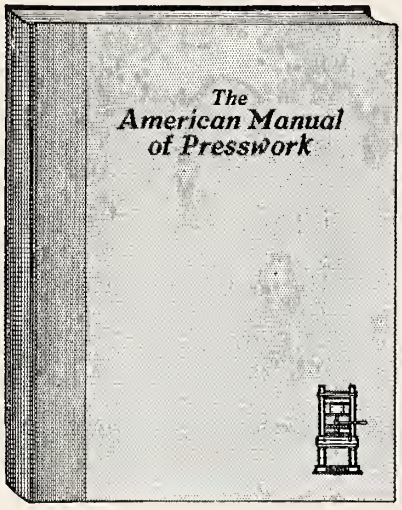
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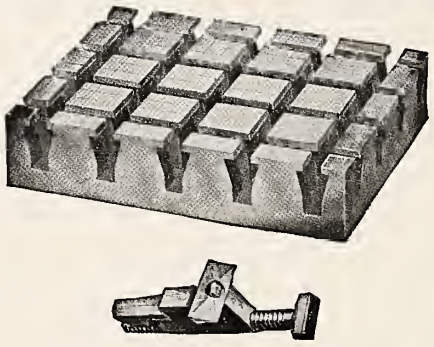
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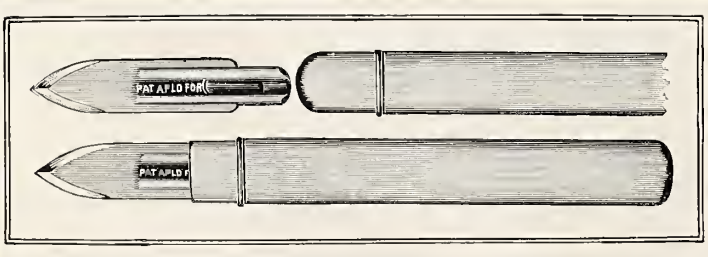
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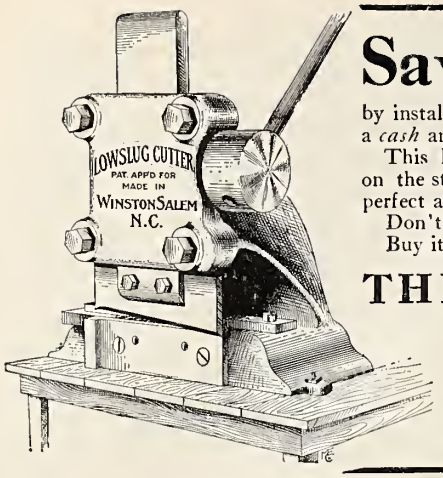
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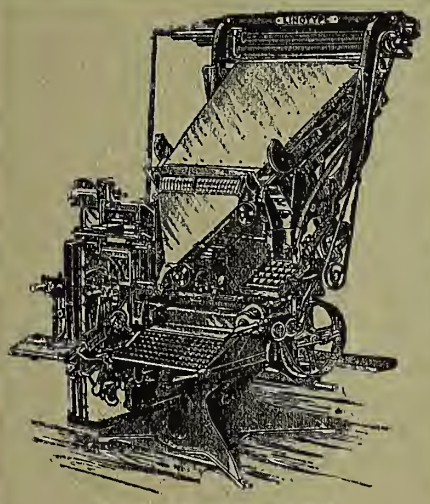
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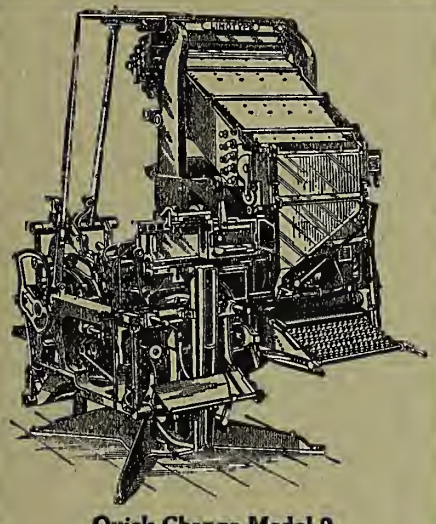
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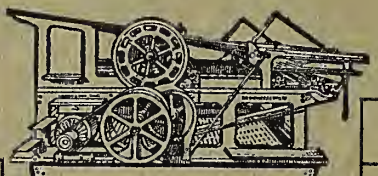
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May Shipments 1912

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NAME OF CUSTOMER		
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The W. R. Phillips Co. - Toronto, Ont.	1	2
The Underwriters Press, New York, N.Y.	1	
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Simpson & Doeller Co., Baltimore, Md.	1	13
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C. W. Beggs Sons & Co., Chicago, Ill.	1	
Frank T. Riley Pub. Co., Kansas City, Mo.	1	2
Oulla & Morrow - - - - Anderson, S. C.	1	
John B. Stetson Co., Philadelphia, Pa.	1	1
Sherman Ptg. & Bdg. Co., Seattle, Wash.	1	1
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Bulman Bros. - - - - Winnipeg, Man.	1	2
Benjamin F. Emery Co., Philadelphia, Pa.	1	1
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The Interstate Ptg. Co., St. Louis, Mo.	1	3
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J. Manz Engraving Co. - Chicago, Ill.	1	33
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The Spectator - - - - - McLeod, Alta.	1	
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The Public Press - - - Winnipeg, Man.	1	3
J. W. Clement Co. - - - Buffalo, N. Y.	1	14
Menasha Ptg. Co. - - - Menasha, Wis.	1	
The Fischer Press - - New York, N. Y.	1	
Herald Publishing House, Cleveland, Ohio.	1	
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for August 1912

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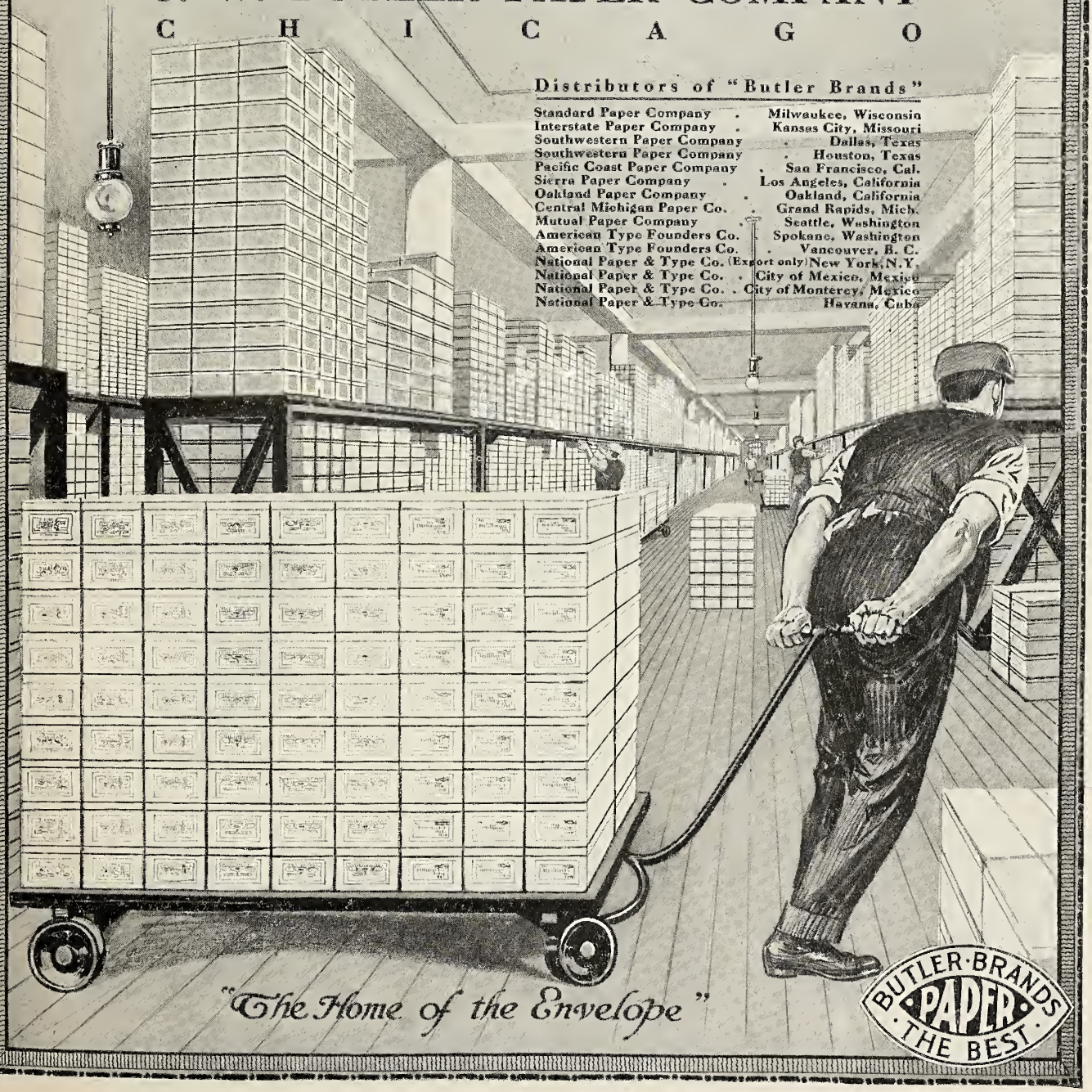
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American Type Founders Co.	Vancouver, B. C.
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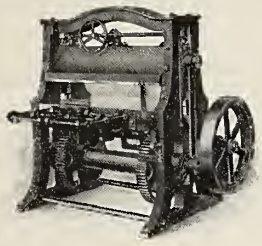
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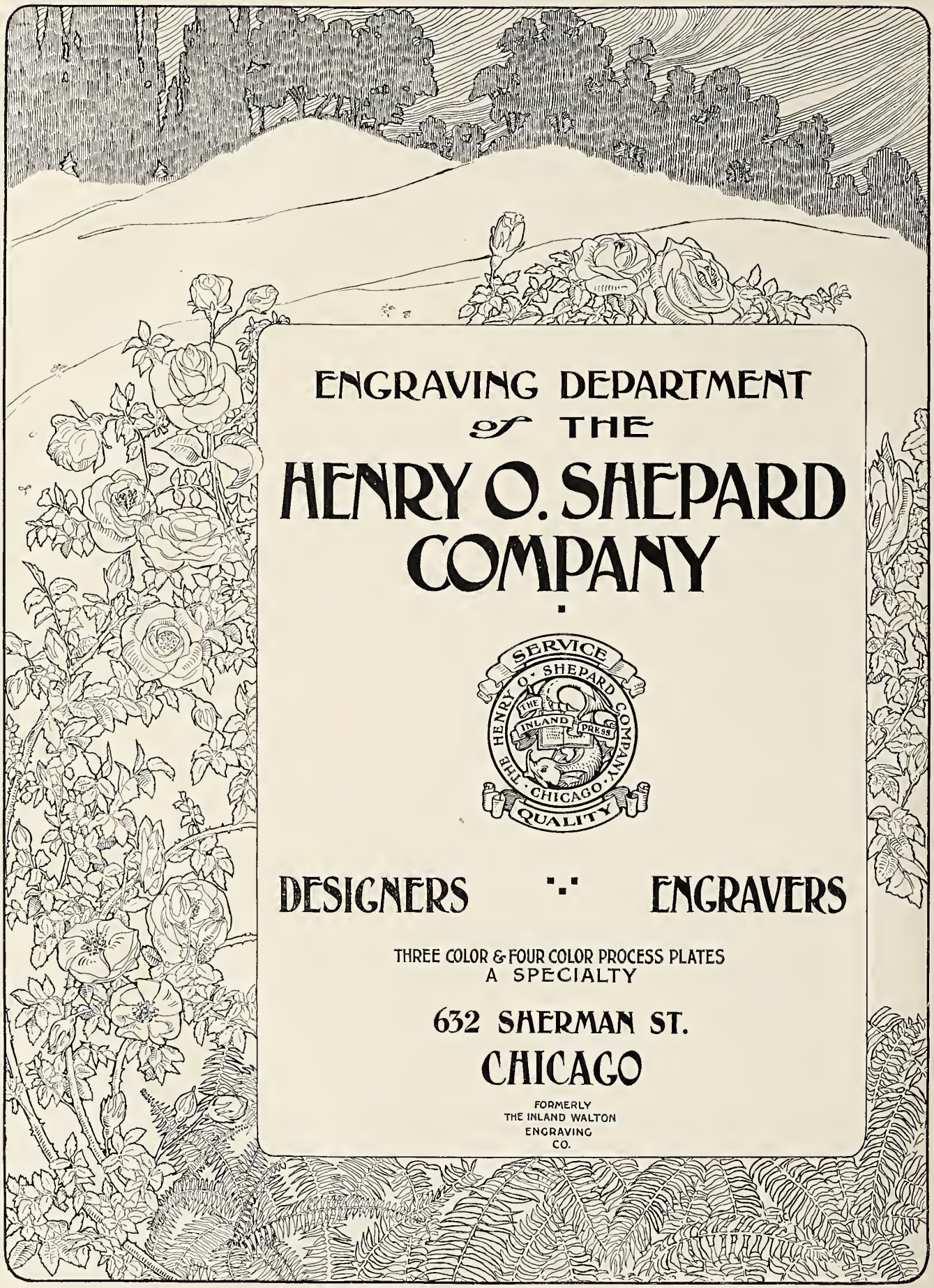
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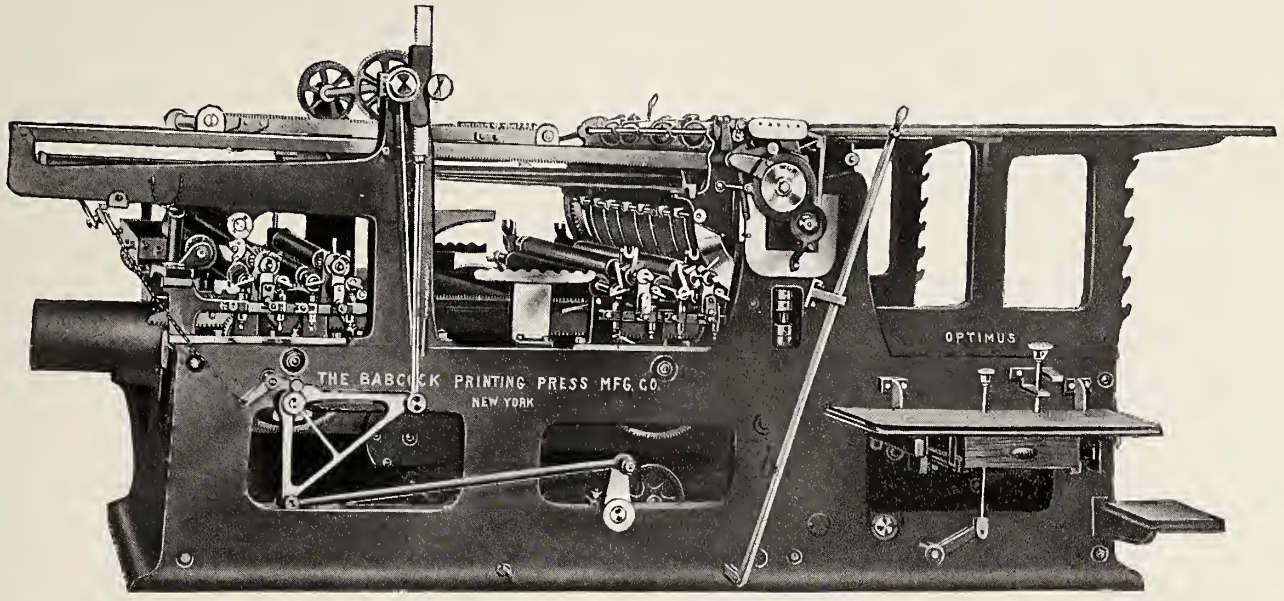
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The Babcock Optimus

Following each other, the Optimus and the — salesmen had been called into the buyer's presence several times, until finally the Optimus man was told, "I can't decide between the two machines; I'd like to buy both. How shall I settle it?"

"Now, Mr. Buyer, you know that all composition rollers on the Optimus are interchangeable; any one of them can be used anywhere, on form or table, as ductor or rider. It is a great saving and convenience. Can it be done on the —?"

"No; it can't."

"Any Optimus form or table roller can be put out of service almost instantly without disturbing any other. Is it possible to do this on the —?"

"No; it isn't."

"The Optimus well distributes ink before it gets to the table. Does the — do that?"

"No; it doesn't."

"The Optimus delivery is always ready for any size or grade of stock without resetting, or change of any sort whatever. It's a big thing. No such saving on the — is there?"

"No; there isn't."

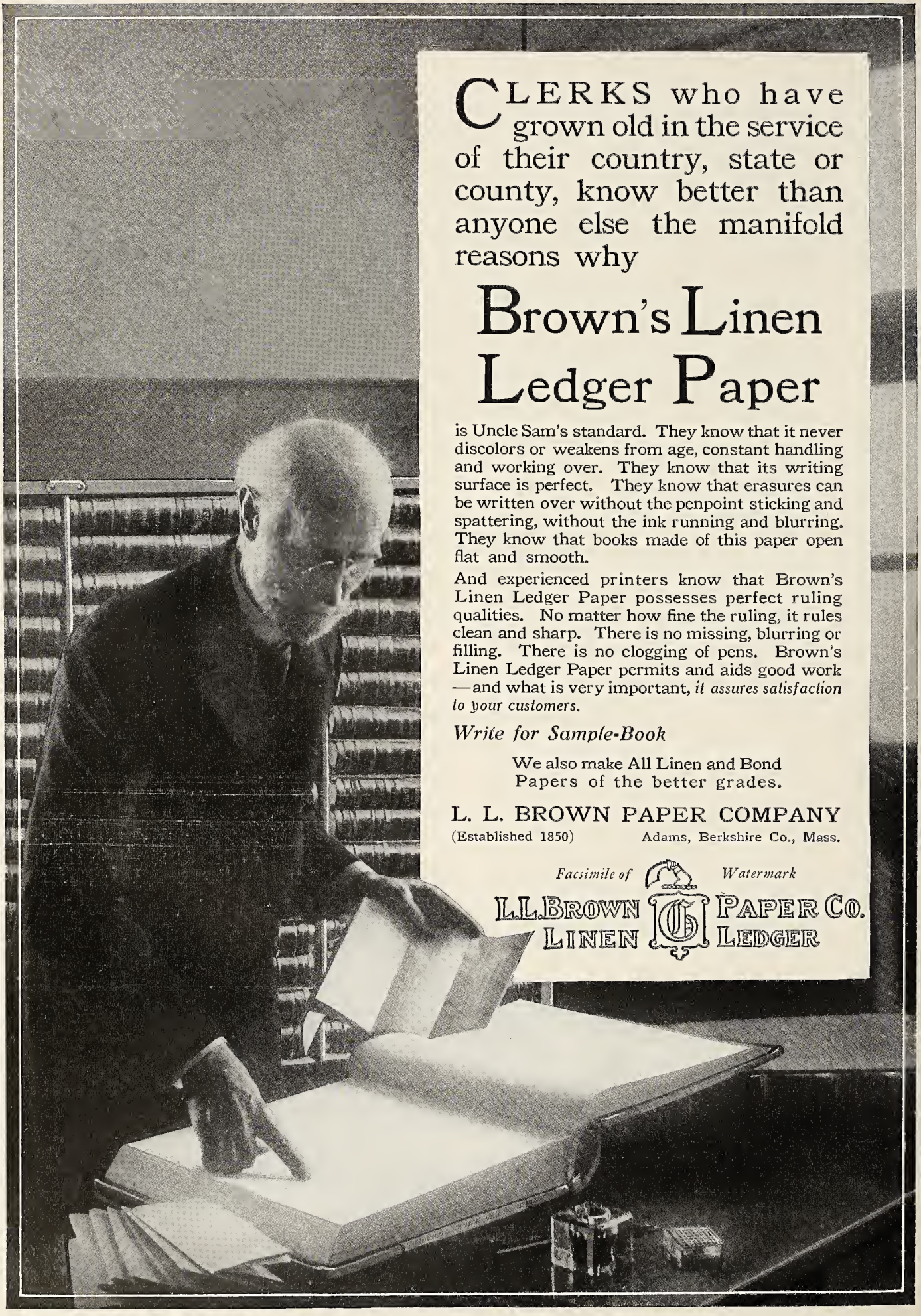
"The Optimus has a back-up from feeder's platform. Has the —?"

"No; it hasn't. I now know which press I want. Make your contract and I'll sign it."

The above was an actual occurrence. It can happen often to the advantage of buyers.

The Optimus has other exclusive features fully as profitable to its owners.

SET IN AUTHORS ROMAN



CLERKS who have grown old in the service of their country, state or county, know better than anyone else the manifold reasons why

Brown's Linen Ledger Paper

is Uncle Sam's standard. They know that it never discolors or weakens from age, constant handling and working over. They know that its writing surface is perfect. They know that erasures can be written over without the penpoint sticking and spattering, without the ink running and blurring. They know that books made of this paper open flat and smooth.

And experienced printers know that Brown's Linen Ledger Paper possesses perfect ruling qualities. No matter how fine the ruling, it rules clean and sharp. There is no missing, blurring or filling. There is no clogging of pens. Brown's Linen Ledger Paper permits and aids good work —and what is very important, *it assures satisfaction to your customers.*

Write for Sample-Book

We also make All Linen and Bond Papers of the better grades.

L. L. BROWN PAPER COMPANY
(Established 1850) Adams, Berkshire Co., Mass.

Facsimile of *Watermark*

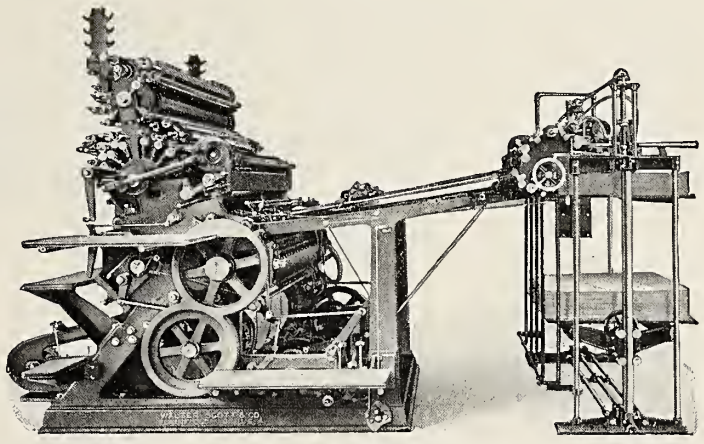
L.L.BROWN LINEN PAPER CO. LEDGER

BUY THE ORIGINAL

Imitation is the most sincere form of flattery, and it is therefore with pardonable pride that we notice the tendency among offset press designers to follow the lines of the

SCOTT Rotary Offset Press

BUT the fact is that none of these imitations embody all the necessary features that have promoted the success of the SCOTT.



The SCOTT Rotary Offset Press was the first offset press that made offset colorwork possible on a commercially profitable basis.

It is still the *only* offset press that allows the correct time for feeding all sizes of sheets, including the maximum. This is a vital feature which every purchaser should investigate thoroughly, as it means DOLLARS SAVED in minimum spoilage.

It is still the *only* offset press having a perfect SIX-ROLLER Distribution with four vibrating rollers and large vibrating drum. It will print anything, from the lightest tint to the heaviest solid.

THERE ARE MANY OTHER EXCLUSIVE FEATURES OF MERIT. Send for our circular and catalogue describing the press in detail.

SIZES: 28 x 38 | 34 x 46 | 34 x 52 | 38 x 52 | 38 x 58

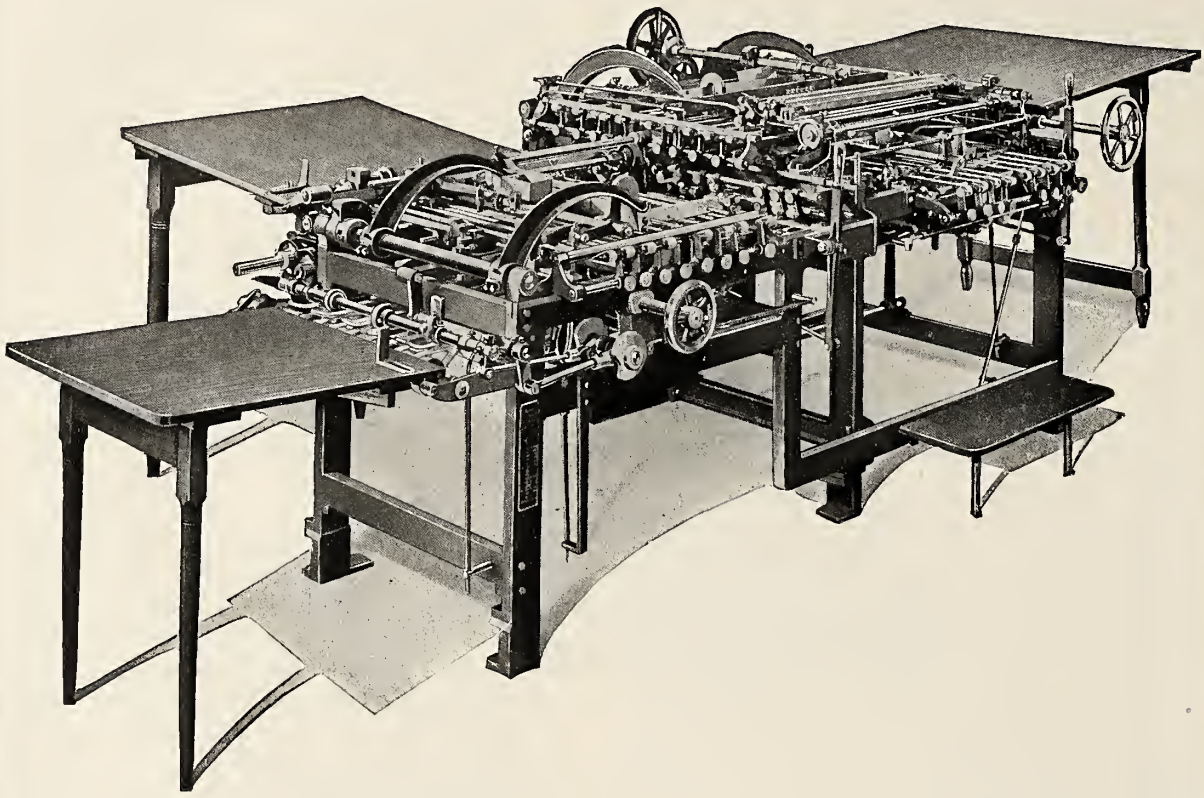
WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: **Plainfield, New Jersey, U. S. A.**

NEW YORK, 1 Madison Ave. **CHICAGO, Monadnock Block**

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

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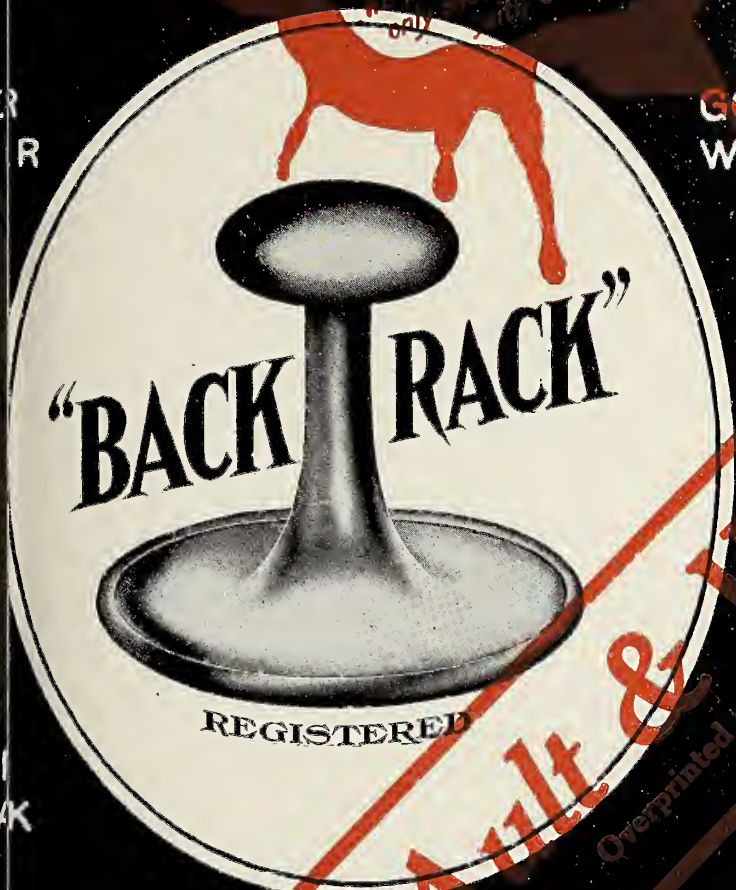
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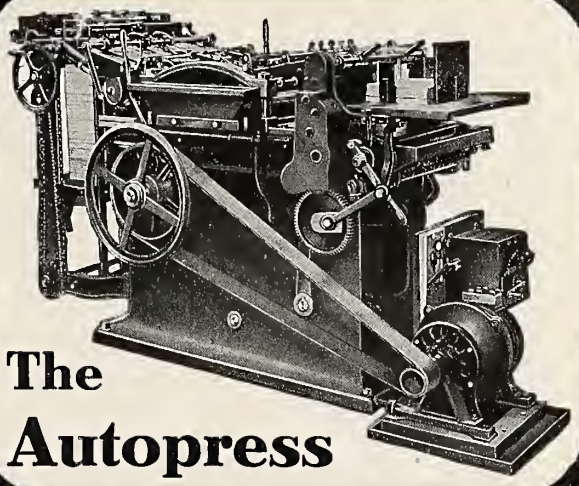
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Courtesy of THE HABERDASHER


The
AULT & WIBORG CO.
POSTER
Having run these
20 years in
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We propose
only sheets
Our links.
the past
JOURNALS
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actual runs
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SHIRT CO.
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SMART SHIRTS
EXTENSIVELY ADVERTISED TO TRADE AND
STOCK OF STAPLE EFFECTS FOR IMMEDIATE
BOSTON
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NEW Y
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rt of run of 75,000
impressions printed by
Charles Francis Press
New York City, using

FIVE POINTS
OF THE
AUTOPRESS

Read What These Users in the Southern States Say the Autopress Has Done:



The Autopress

Register

"We ran several two-color forms on same to an absolute hair-line register, and with a pressman who had only about two weeks' experience on the press."
W. H. COYLE & CO.,
Houston, Texas.

Distribution

"The character of the work, to begin with, we consider superior to that produced on the cylinder press, and we are able to secure a speed of at least 3,500 to 4,000 per hour, running time. The register is exceptionally good and the distribution beyond criticism."
THE EXLINE-REIMERS CO.,
Dallas, Texas.

Remember that the wonderful distribution of the Autopress, perfect register, easy make-ready and great speed will qualify you to do every grade of long or short runs more quickly and at a greater profit for each job.

Simple Operation

"We had made a close study of the machine from a mechanical standpoint previous to purchasing it, and since installing it we have made quite a study and have found the machine remarkably simple for the amount of work that it can and does accomplish; and we are very well satisfied."
RAMIRES-JONES PRTG. Co.,
Baton Rouge, La.

Speed

"We are very glad to state that the experience we have had thus far has given us a most favorable impression of your press. It is the first press we have bought that actually turns out the number of impressions guaranteed by the makers. We find the spoilage to be very small. The register is good and ink distribution is especially satisfactory."
THE HUGH STEPHENS PRINTING CO.,
Jefferson City, Mo.

Wear-Proof

"The impression is rigid and registration good. The wear so far on our press is no more than you would expect in the two years that we have been running it.
"In conclusion we would say that the Autopress is entirely practical."
CHAPMAN PRINTING CO., St. Joseph, Mo.

SEND TO-DAY FOR FULL PARTICULARS

THE AUTOPRESS
299 Broadway, New York

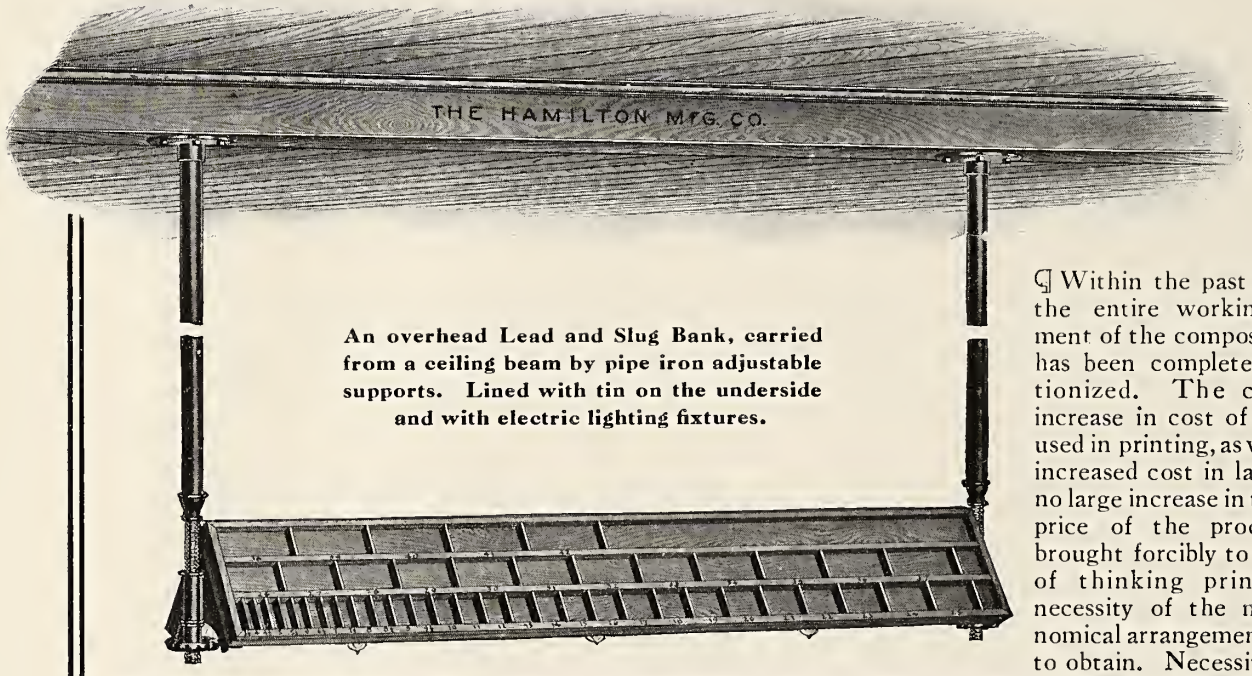
CHICAGO, 431 South Dearborn Street
ATLANTA, GA., Rhodes Building
LONDON, ENG., 85 Fleet Street
SAN FRANCISCO, Phelan Building
BOSTON, 176 Federal Street
TORONTO, CAN., Carlaw Avenue

Hamilton's

MODERNIZED COMPOSING-ROOM FURNITURE

Now available in WOOD or STEEL

Catalog of all-steel composing-room furniture now ready. A copy will be sent to all inquiring printers interested in steel equipments.



An overhead Lead and Slug Bank, carried from a ceiling beam by pipe iron adjustable supports. Lined with tin on the underside and with electric lighting fixtures.

¶ Within the past ten years the entire working equipment of the composing-room has been completely revolutionized. The continued increase in cost of materials used in printing, as well as the increased cost in labor, with no large increase in the selling price of the product, has brought forcibly to the mind of thinking printers the necessity of the most economical arrangement possible to obtain. Necessity is truly the mother of invention. Hundreds of printers have seen the light and have rearranged their composing-rooms. Hundreds of other printers will be forced by competition to make the change. The leaders in this movement are the leaders in the printing business.

¶ Furniture that served the printer ten years ago is obsolete now. The best equipment made of wood with which few printers are as yet equipped is now second in point of efficiency and economy to the steel equipment just entering the field. Why should thousands of printers lag in the procession and trail behind the few who reap the greatest benefit by first observing the necessity of the change? The cost of production lies largely in the composing-room. It is possible to save from 25 to 50% in the floor space and from 10 to 25% in the composing-room labor. This fact should be an incentive to every wide-awake printer to give the question of the rearrangement of the composing-room the most careful consideration. An expert printing-office engineer is available at all times to show what can be done.

¶ The value of Lead and Slug Banks conveniently located over Stone Frames, Make-up Tables, Break-up Banks and other articles of Composing-room Furniture is now generally recognized by the best printers who have an eye open to systematic arrangement of material and consequent cost reduction.

¶ These banks utilize overhead space otherwise wasted, and they put the material in the best possible position for rapid handling.

¶ They can be supplied in various patterns, with or without lighting fixtures and in any required size. They can be hung from the ceiling by means of iron supports, adjustable or fixed, or supported by uprights attached to the ends of the Stone Frame or other piece of furniture.

¶ We have a descriptive circular showing other illustrations of Supported Lead and Slug Banks with approximate prices. This will be mailed promptly to any printer interested in this improved arrangement.

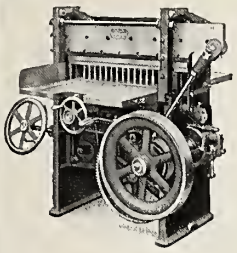
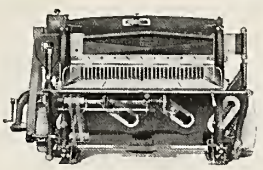
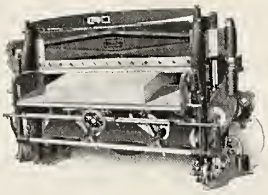
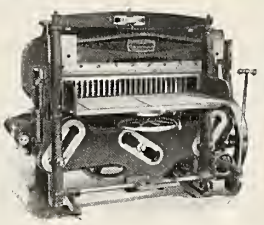
Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories . . . TWO RIVERS, WIS.
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ALL PROMINENT DEALERS SELL HAMILTON GOODS

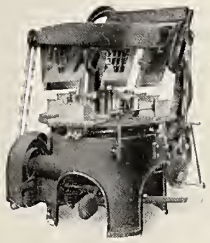
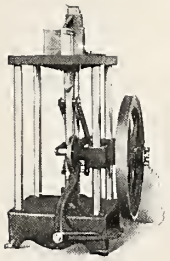
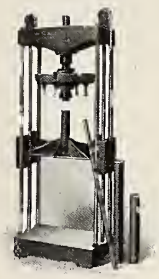
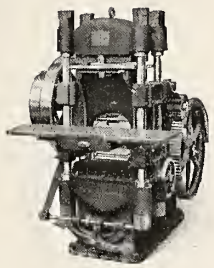
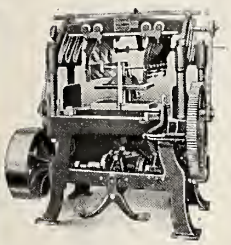
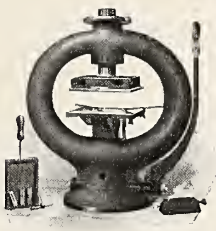
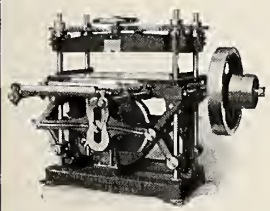
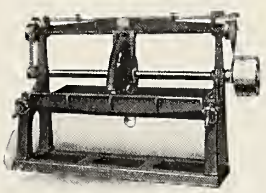
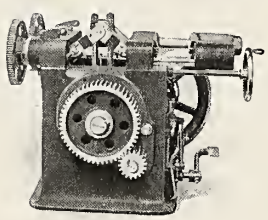
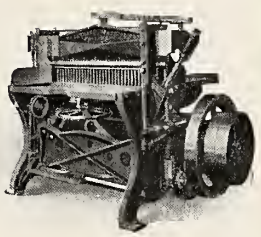
A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Some of Our Leaders

EACH machine illustrated here is a leader of its particular type. Neither time nor expense has been spared in perfecting The Seybold Full Line. A quarter of a century spent in investigating, designing and devising machinery to cover the needs of Printer, Bookbinder, Lithographer, Paper-Mill and allied industries, has produced a line of machinery that stands preëminently at the head.

These are only a few of the machines we manufacture. Full particulars and illustrations of our entire line may be had by addressing the home office and factory, or any of our branches or agencies.

THE SEYBOLD MACHINE COMPANY

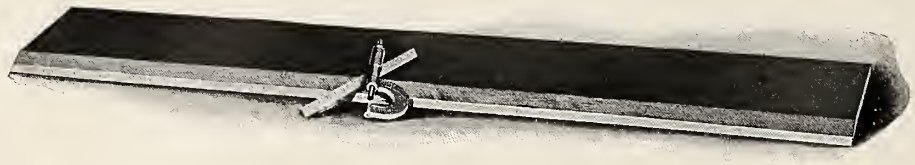
Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

ESTABLISHED 1830



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TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

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In other words, our customers get the benefit of all improvements at no cost to them.

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Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
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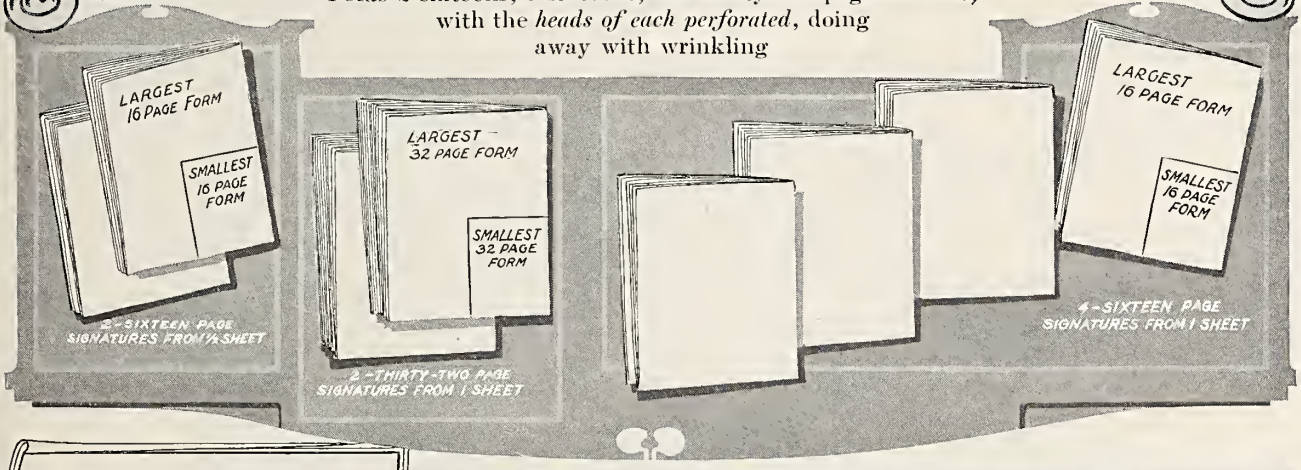
COES RECORDS

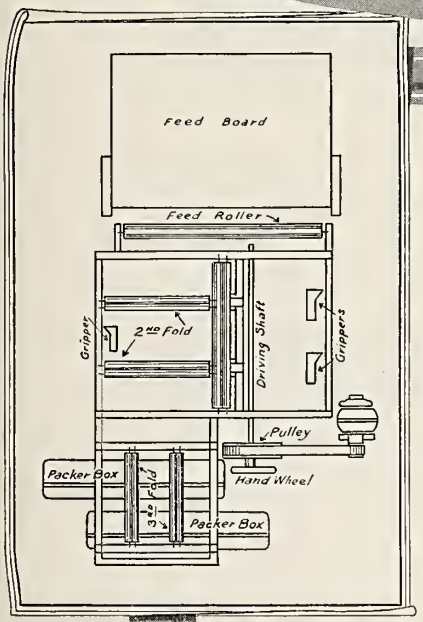
First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

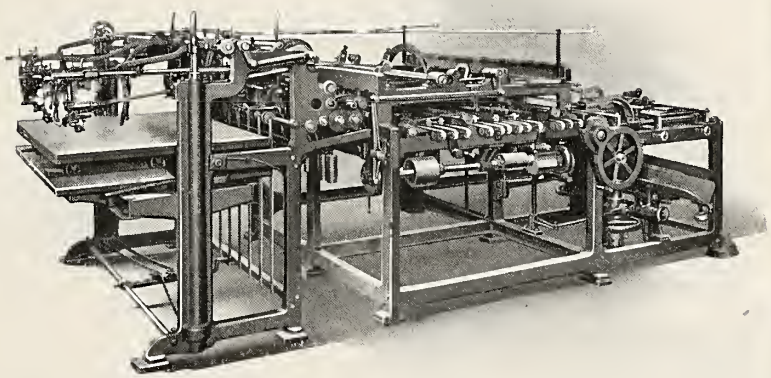
The DEXTER PERFORATING QUADRUPLE *for* RIGHT ANGLE BOOK WORK

Folds 2 sixteens, 4 sixteens, or 2 thirty-two page sections, with the *heads of each perforated*, doing away with wrinkling





All folds are made at right angles, the same as on the Dexter Double Sixteen Folder. The sections can be inserted, making 2 signatures of 32 pages. Edges can be trimmed to open the pages for magazine work — when desired. With Dexter or Cross Automatic Feeder attached it folds 8000 to 10000 sixteen page signatures per hour.



DEXTER RIGHT ANGLE QUADRUPLE
(With Dexter Feeder attached)

DEXTER FOLDER COMPANY

FOLDERS, CROSS CONTINUOUS FEEDERS, PILE FEEDERS, CUTTERS

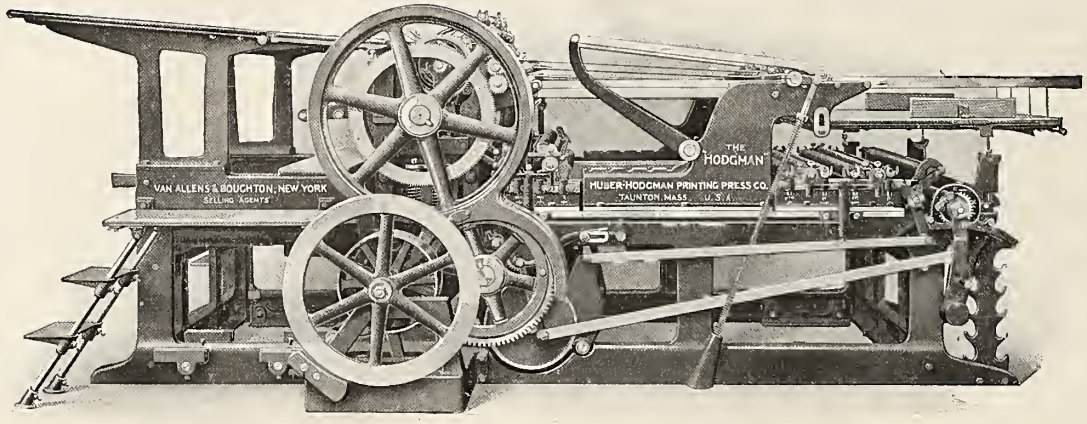
NEW YORK CHICAGO PHILADELPHIA BOSTON

ATLANTA, GEORGIA
Dodson Printers' Supply Co.

SAN FRANCISCO
Brintnall & Bickford

TORONTO, CANADA
The J. L. Morrison Co.

The Hodgman



If you have followed the previous matter set forth by us in this publication concerning the manner in which we secure an absolutely rigid impression on The Hodgman, as well as other features of the technique of our construction, you may be interested in the elements that contribute such extraordinary strength and longevity to these machines over the presses of other makers.

Figure 1

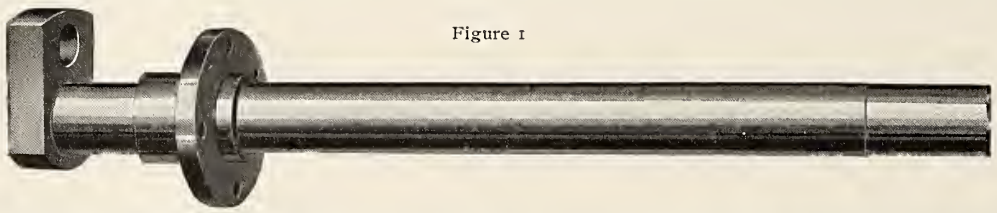


Fig. 1 shows our main bed-driving and reversing shaft — a solid steel member (4½ in. diameter in the larger sizes), made in one piece, the reversing crank and the collar carrying the bed-driving gear being forged integral with the shaft.

Figure 2

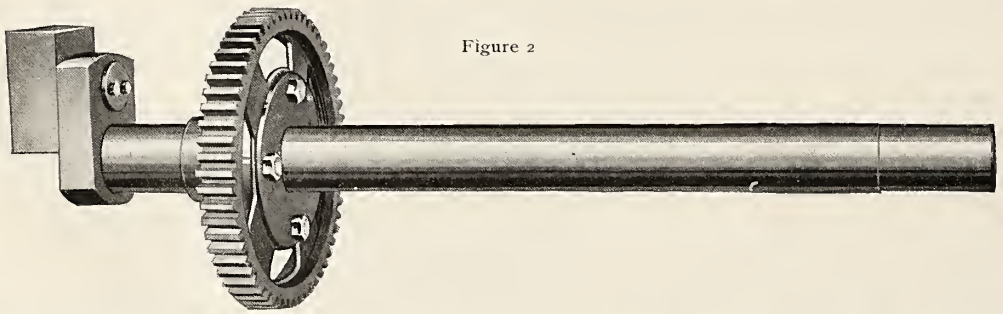


Fig. 2 provides an illustration of the shaft with the bed-driving gear and crank pin and block in position. This represents a ruggedness of construction neither attained nor attempted in any other flat-bed press.

We can give you many other very important and interesting facts in a half hour's personal chat, that seem impossible to put comprehensively into printed form.

An invitation to call upon you will meet with a most prompt and cordial response.

The Huber Hodgman Printing Press Company

Represented direct by

H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass. NEW YORK



SAVES

THE COST

OF

SLIP-SHEETING

PERMITS

OF

PRINTING
TURNING

PRINTING
AND
BINDING

ALL
THE SAME
DAY

HAS GOOD COLOR

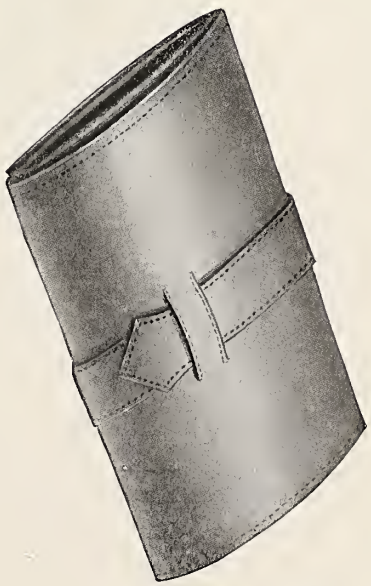
WORKS
BEAUTIFULLY

MAKES

FRIENDS

&

IS ALSO—GOOD—FOR THE



TEACH BUSINESS MEN

¶ Not to spend money on their offices and office fixtures and then neglect their stationery.

¶ Show them that half their customers never see the offices and are forced to form all conclusions from the letters they receive.

¶ Teach them, Mr. Printer, that your work on

WORTHMORE BOND

"It has the crackle"

will give them a representative that will always live up to any standard of excellence and efficiency they can establish.

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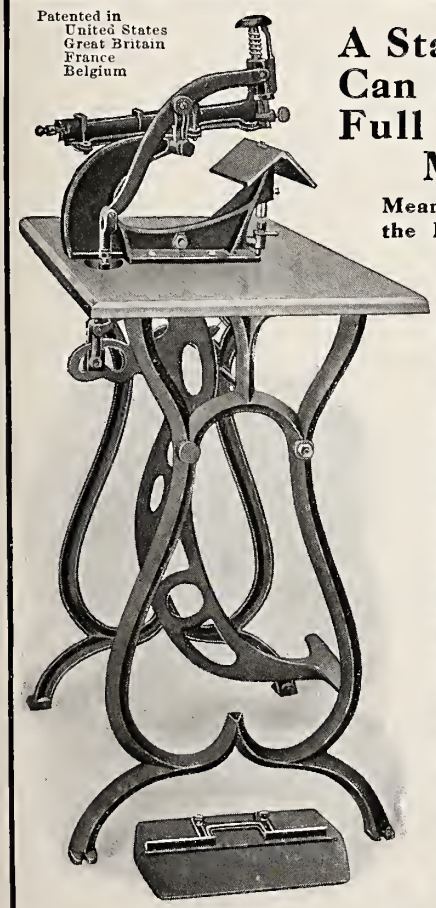
Now you may say that this is just plain talk, that talk is cheap (it really isn't in these pages), that anybody could say the same thing about any paper; but just drop us a line and receive prices, particulars, and a portfolio that will show you exactly how WORTHMORE BOND makes money for the consumer and the PRINTER.

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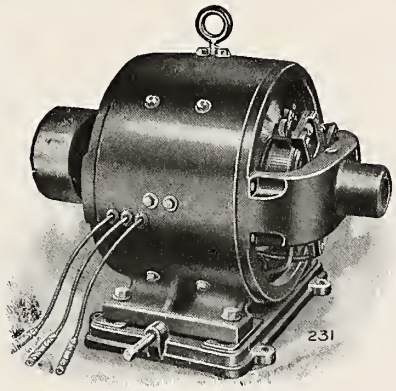
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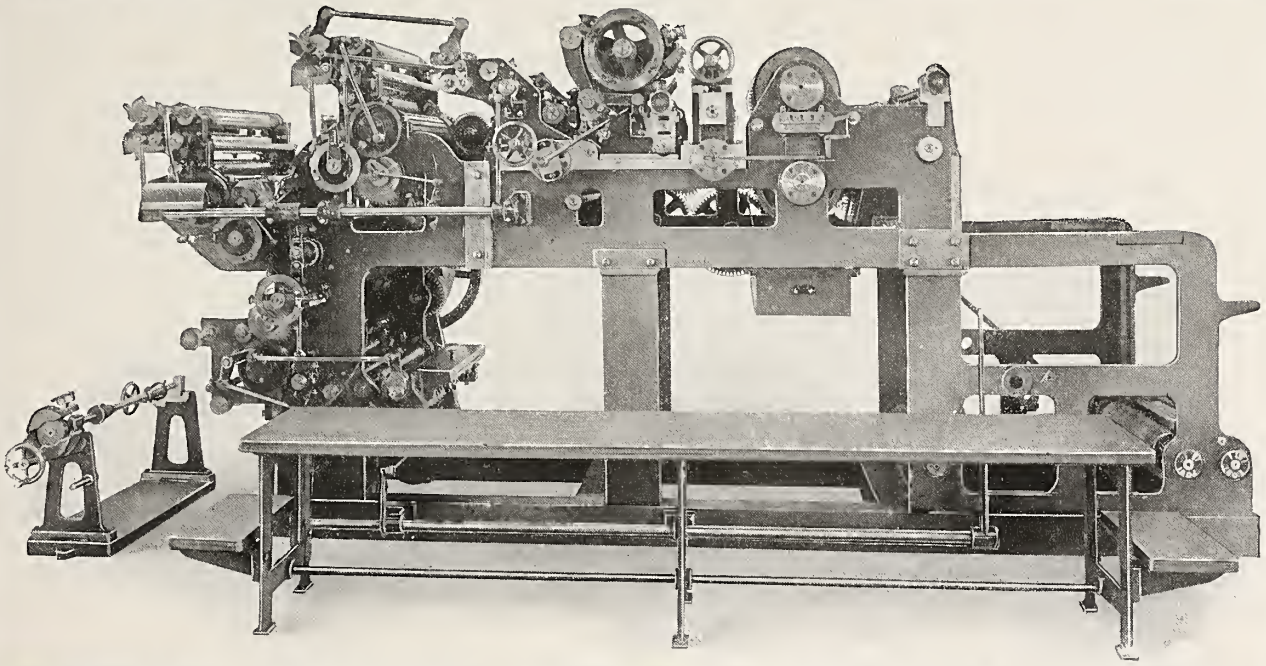
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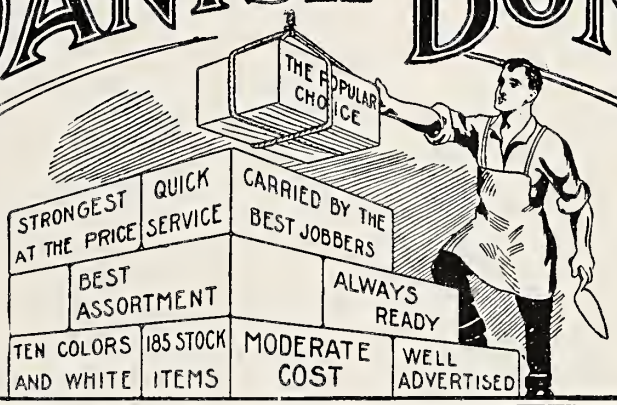
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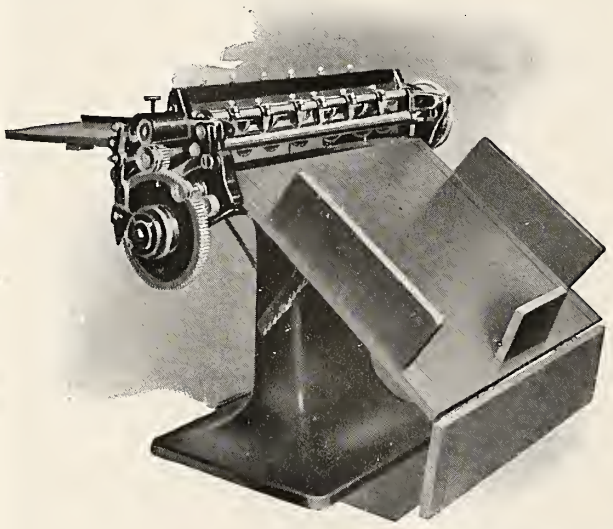
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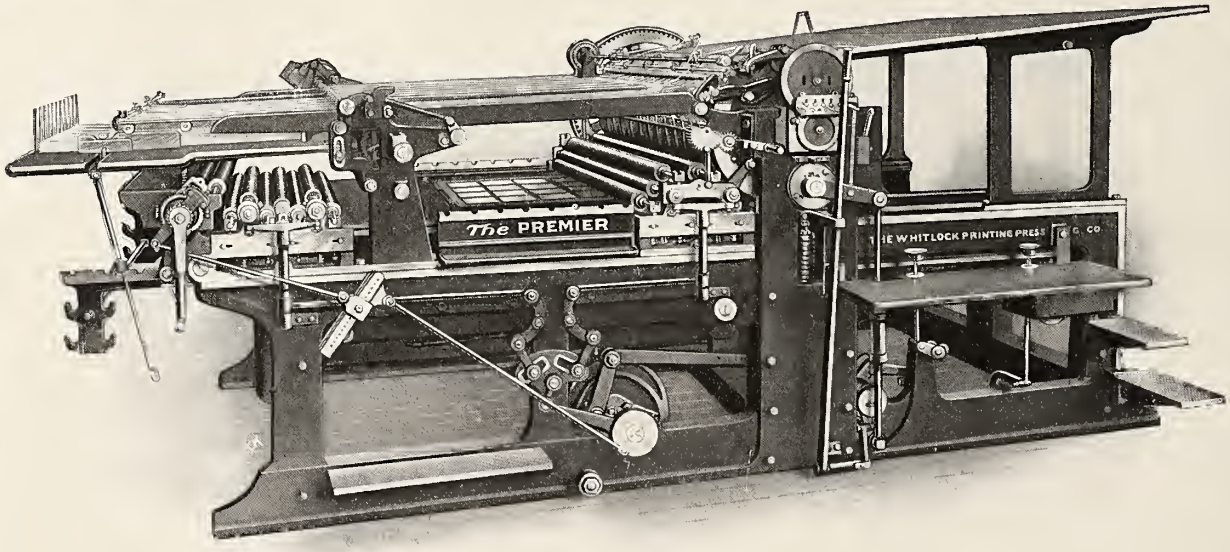


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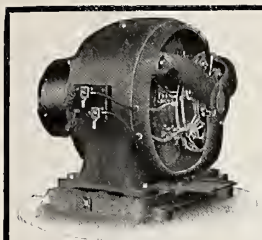
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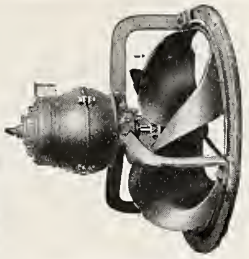
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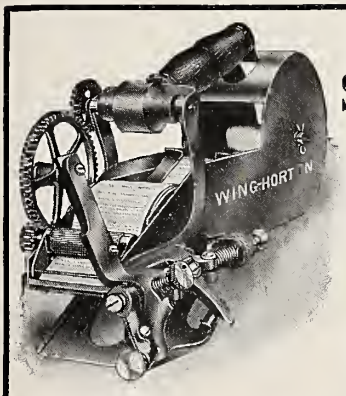
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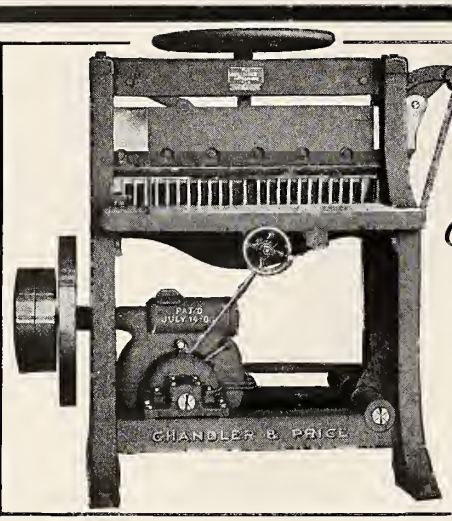
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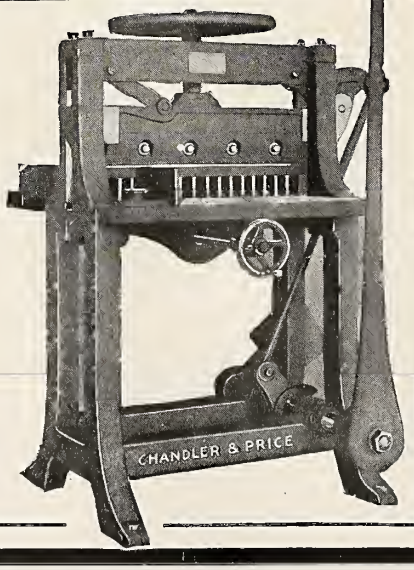
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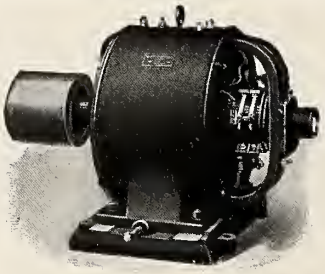
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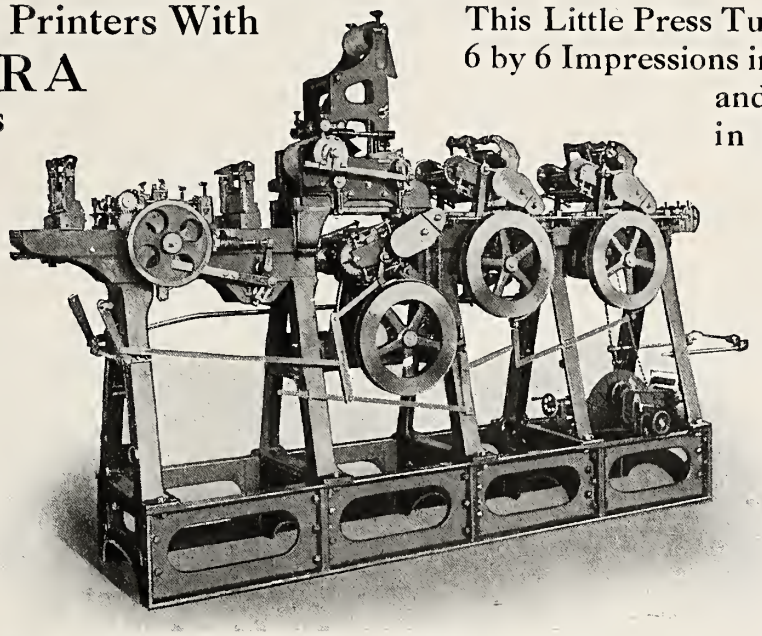
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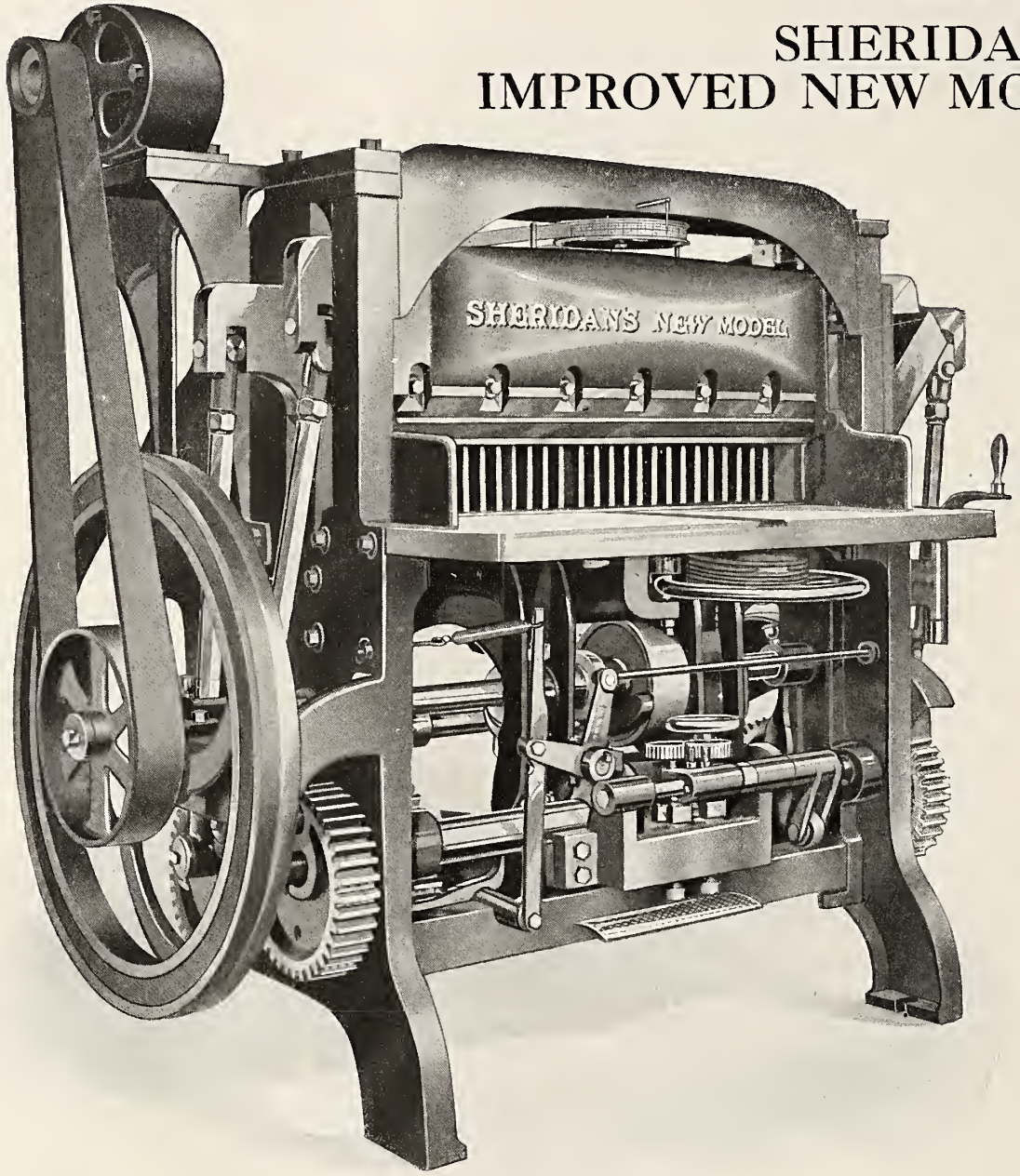


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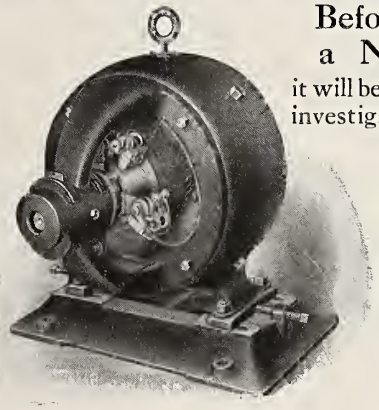
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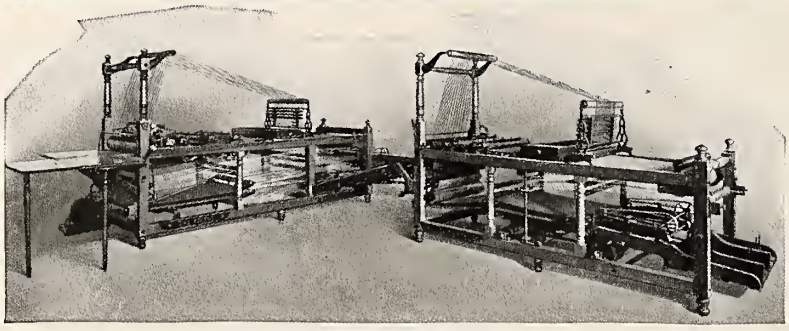
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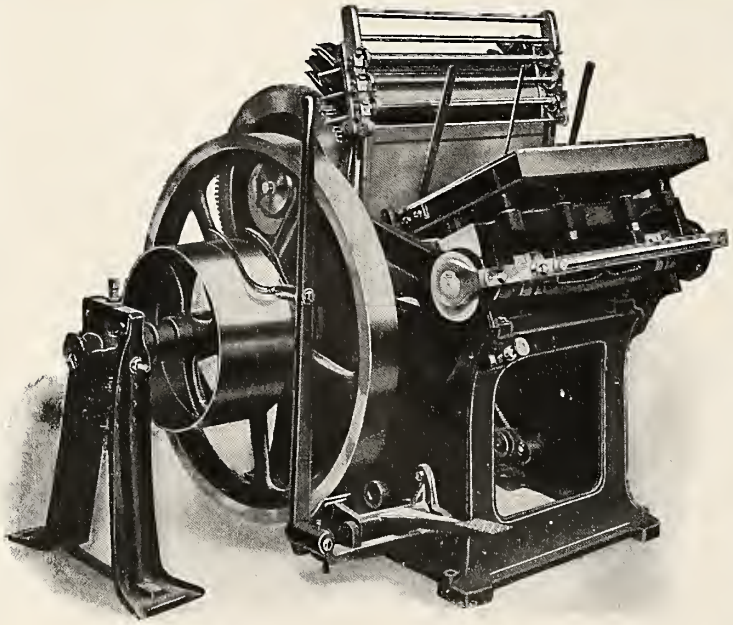
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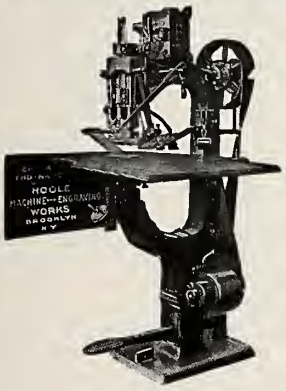
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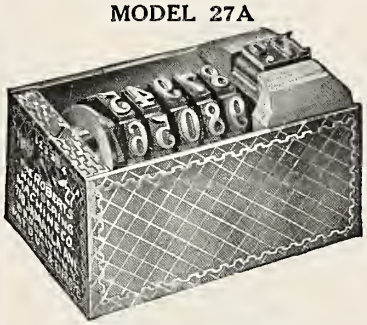
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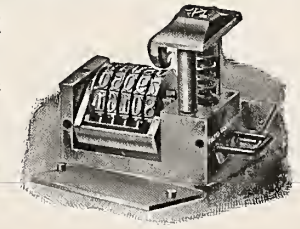
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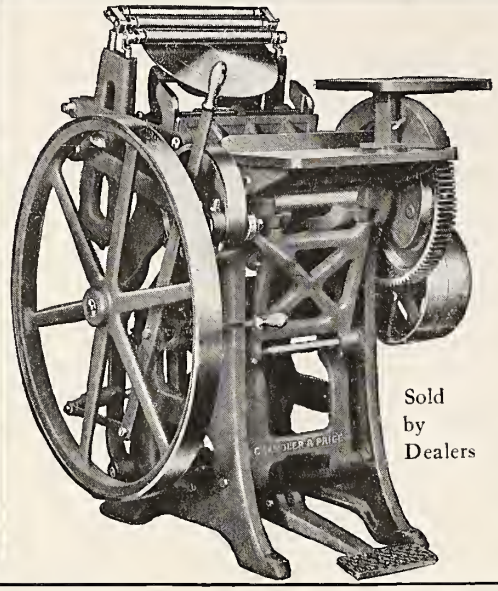
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MODERN

Think of all the popular features of the old-style C. & P. Press, and add to this the latest improvements placed upon the New Series Press, and one gets an idea of the real press value contained in the 8 x 12 New Series Press. The press is lower, easier to work about, easier to keep clean, and the style is more modern.

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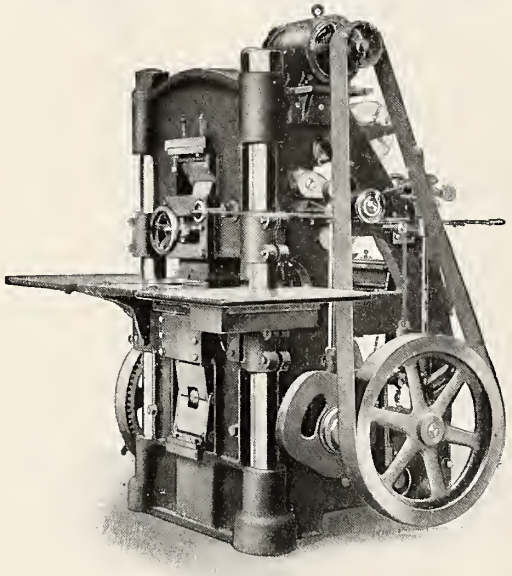
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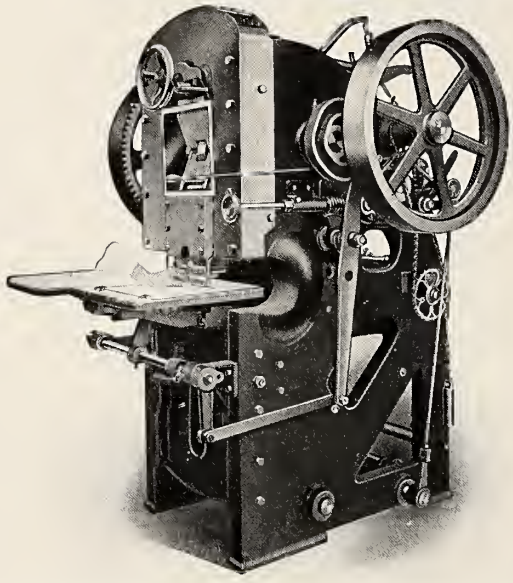
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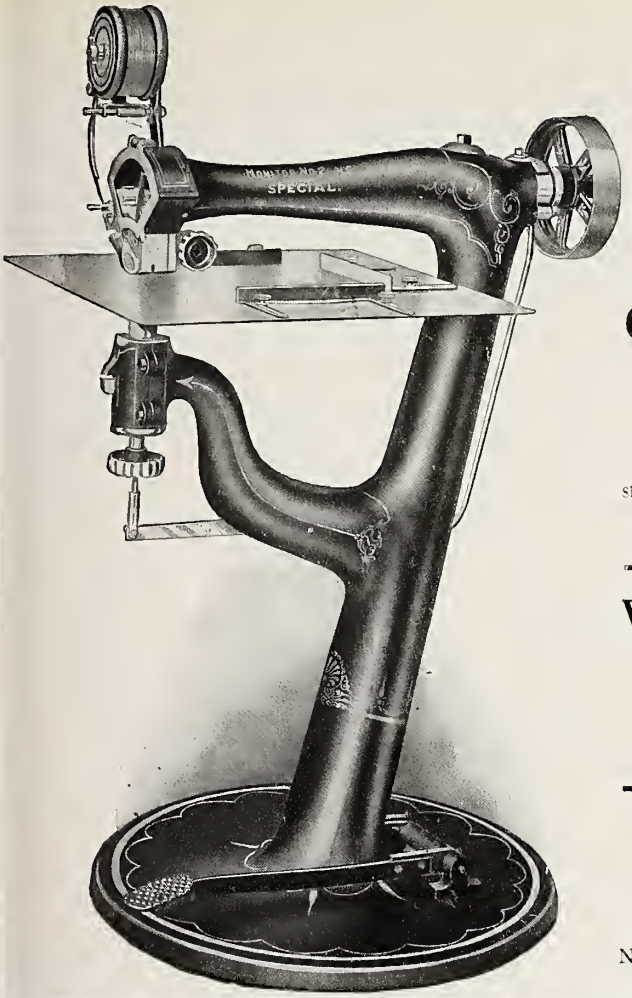
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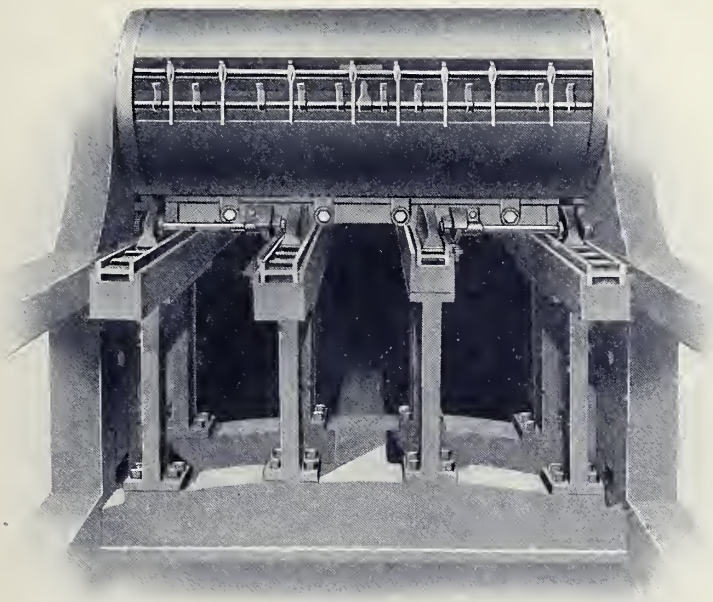
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Are profitable because they are able to handle large sheets in proportionately the same labor-cost as the smaller presses handle the smaller sheets. This is due to the fact that the Cottrell design is mechanically correct. If there is anything that will test the correctness of structural design and adequate bed movement it is in the manufacture of a press having a bed measurement of 50x74 inches. The larger the press the more evident become errors of design and movement. The Cottrell New Series Press is the only two-revolution press that is built as large as 74 inches. Here is an acknowledgement of superiority that needs no justification beyond the mere statement of the fact that other presses are not built in the 74-inch size—and this too in an age that admits the advantage of the larger press on high-grade magazine and edition work.



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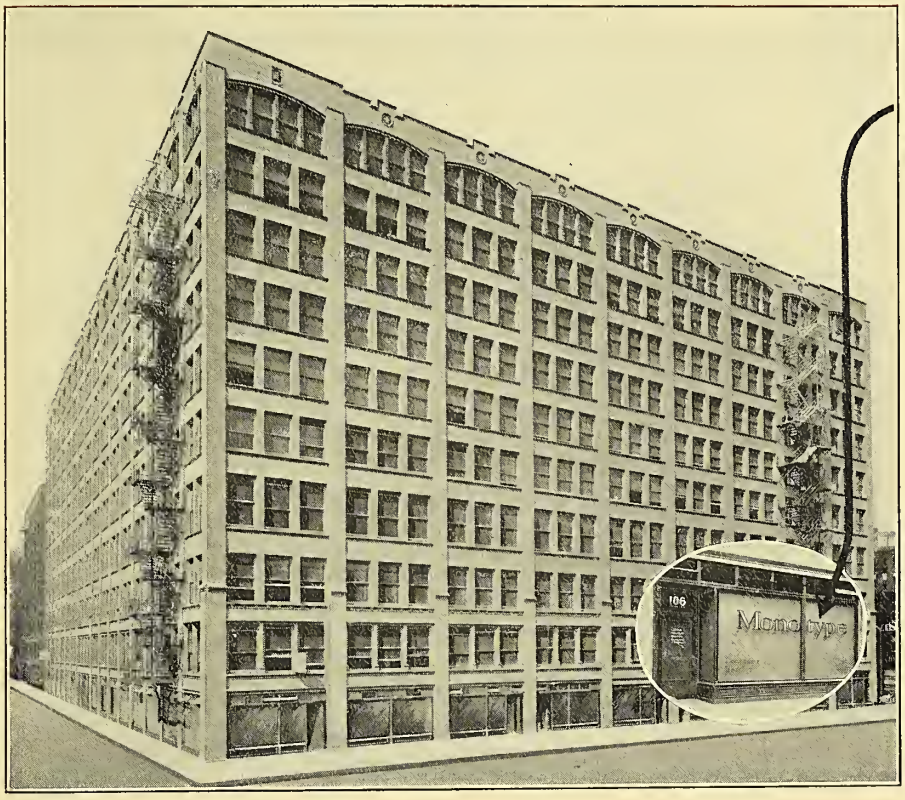
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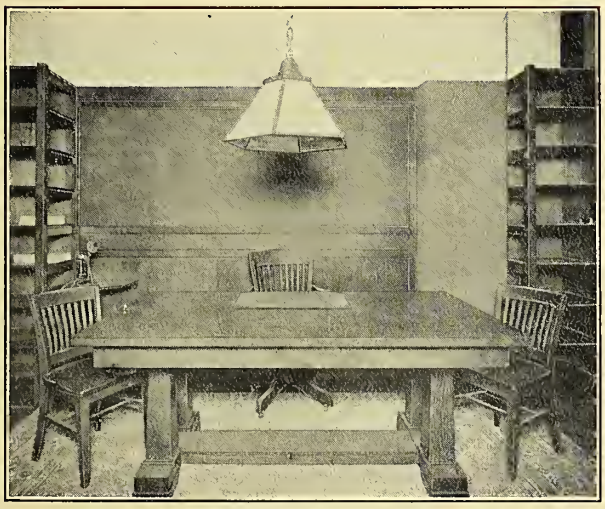
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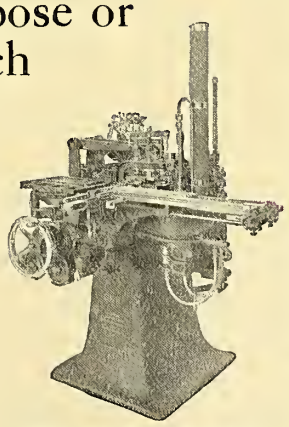
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with faith,
No issue comes
between—
But make a record
of all facts
To keep the memory
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A·H·McQuilkin

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Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Trades

TERMS: United States and Canada, $3.00 a year, in advance. Foreign, $3 85 a year.

Vol. XLIX AUGUST, 1912 No. 5

What Made It a Great Success?

By T. A. T.

MRS. MARY VAN RENSSELAER JARVIE gave a satisfied glance about the room; she assured herself once more that all was in readiness. There were the tables and the chairs, the pens and the ink, the stamps, the patent envelope moisteners, the *Social Register*, and last of all, to which her eyes turned in fond pride, the neat piles of daintily printed pamphlets — the Appeals upon which were pinned the hopes of the South-Side Exchange for Gentlewomen — the Appeals that were to magnetize the dollars from the pockets of the very misers.

Mrs. Mary Van Rensselaer Jarvie, the president of the society, certainly had every right to feel satisfied, for she had been a committee of one to attend to the preparation of these Appeals. Not only had the florid sketch of the society's rise and progress emanated from her pen, and the many-sided and irrefragable arguments for its continued support, but to her sense of the fitness of things were due the size of the pamphlet, the width of the margin, the appearance of the cover, the selection of the type, and the color of the ink. Not a single detail of workmanship had escaped her eye. In the thousand and one little matters that constantly arose between her and the printer, she had felt a delicious and novel thrill. She had always cherished secret ambitions in a literary way. In the correction of the proofs (both galley and paged) there had been vouchsafed her a breath of the divine afflatus.

And now at last the great work was done; the little books were ranged in orderly piles and lay ready to be slipped into their envelopes and sent abroad upon their triumphant mission. Each bore the magnificent title (done with a discreet variation of red and black ink):

AN APPEAL TO THE BENEVOLENT OF THE METROPOLIS

AN ACCOUNT OF THE WORKS AND NEEDS

OF

SOUTH-SIDE EXCHANGE FOR GENTLEWOMEN

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

Mrs. Jarvie was fingering one of the pamphlets with pardonable pride, when the door-bell rang, and the secretary of the society entered prepared for work. "Have they come?" she asked, anxiously. The president nodded toward the pile. The secretary took one up. "Oh, how pretty they are! They will be quite irresistible."

The rest of the Board entered shortly in groups of twos and threes, and at last all were settled down to work earnestly in directing the envelopes. The sound of many pens scratching away merrily was broken only now and then by a laughing remark or spicy bit of personality.

"Mrs. Melrose Montagu. H'm!" exclaimed one. "Must be a pretty stirring appeal to move her."

"Better sprinkle some grated onions in to draw her tears," laughed another.

"Mrs. Bemas Burns," said the secretary, "Oh, what's the use? We've sent her appeals every year, and we never got one cent from her, though she's as rich as Crœsus."

Mentally the president corrected, "But not this Appeal."

"Why, yes," some one answered. "We really should send her a bill for postage; we have wasted so many stamps on her."

The afternoon passed by, interrupted only by the appearance of the little maid with bread and butter and tea. "There's one thing," remarked the president, with a sigh of satisfaction, "I'm sure there are no mistakes. If there's one thing I hate more than another, it's typographical errors. To begin with, there's no excuse for them, as a skilful proofreader should correct them. And, besides, there's something so cruel, so irrevocable about them."

"Yes," chimed in the treasurer; "no amount of apologizing can ever make up for them."

"I see you have Miss Smythe with the finale," said the vice-president. The president smiled her contentment.

"And Mrs. Zerbolotzki will smile with pleasure to see herself correctly spelled," said some one.

"That's worth about fifty dollars to us alone," replied another. The president beamed.

At 6 o'clock the ladies left. Two of them drove off to the branch post-office in the neighborhood to deposit the Appeals safely, and the president was left alone with the great task accomplished.

That night Mrs. Jarvie had not been in bed ten minutes before a terrible thought struck chill to her veins. "It can't be possible!" she exclaimed, yet rose instantly, donned her wrapper, and went to the parlor in order to make sure. There she lit the gas and seized one of the pamphlets. Turning the pages rapidly to the treasurer's report, she eagerly glanced down the columns of figures, and was turned to stone. Some dreadful mistake of the printer (this time she did not accuse the proofreader) had placed a sum of

twenty-one thousand dollars in the wrong column, and, instead of showing a deficit of that amount, had made it appear as if the society had twenty-one thousand dollars more than was needed for current expenses.

What could be done? All that money spent in vain; all that time wasted; all that eloquence! It was cruel. And, more serious even than that, an institution on the verge of bankruptcy was bringing itself to the attention of everybody as a successful, well-supported enterprise of philanthropy. Of course it was hopeless now to expect a single answer to the Appeal. No one was going to waste a dollar on a society with twenty-one thousand dollars more in the treasury than it needed. The distracted president paced up and down in agony. Oh, how could he! Had she not explained so elaborately, and copied it all so carefully, that this twenty-one thousand dollars was only a loan and had been paid back every penny last year? Oh, dear! It was ridiculous to expect any one to study it all out and add and subtract in order to find out the exact situation. No, there was no help for it; it would go abroad that the South-Side Exchange for Gentlewomen was in excellent financial condition, and not a helping hand would be outstretched to it — not one. She had heard people speak of printers' devils; well, they were rightly named. Oh, wouldn't she go down the next morning! — wouldn't she! But what could she do?

No amount of scolding would ever change the dismal situation. The mischief was done. Not a penny would come to them from the beloved Appeals. There was only one honorable course to pursue. She must put her hand into her pocket and pay for the expense of printing. That would be thirty dollars. And then there was the postage, one thousand distributed with two-cent stamps because they had thought first-class matter was more dignified. That would be twenty dollars. Fifty dollars in all, from a widow's slender purse.

Poor Mrs. Jarvie went back to her bed, but not to sleep. As long as the night was, it was not long enough, for the dread grew upon her of being obliged to face her colleagues after the dreadful error should be known.

She remained at home all the morning, waiting for a ring of the door-bell that never came. At noon the postman's whistle aroused her, and she went to the door herself to take the mail from him. There were three letters, which she tore open in nervous haste.

The first was from Mrs. Bemas Burns.

"I am so delighted to read," it ran, "of your great success. I see you have twenty-one thousand dollars surplus in the treasury. Isn't it delightful? I have long put off becoming a member. You may put me down now as a patron at twenty-five dollars a year, and having kept you waiting so long I really feel that I owe you the enclosed check for one hundred dollars to make up for my dilatoriness."

The second was from Mrs. Melrose Montagu.

"I enclose a check for five hundred dollars," she wrote, "for your magnificent and successful work. It gives me such pleasure to know that you are getting on so well. If nothing happens I shall be glad to repeat this subscription next year and the year after that. I am going to get my mother and my sister both to be patrons, for certainly you deserve the support of all thinking women."

And the third was from the treasurer:

"I hear on all sides nothing but praise for the beautiful Appeal. We shall succeed, thanks to your skill and devotion. I rush to my desk to let you know that I met our funny old neighbor, Mr. Summer, this morning, and he says he was much pleased with our report, and hints that he may have one of his houses in the neighborhood for us rent-free. Don't say anything yet; but isn't it touching how the people are coming forward at last?"

Pertinent Queries to Country Publishers

By C. L. HOBART

WHY should a newspaper mention the fact that some one has paid a subscription? What news value is there in it? Is it not undignified? Does it not tend to keep alive that old notion that a country newspaper man is a poverty-stricken wretch, thankful for each morsel thrown him like a hungry dog? Isn't it barely possible the subscriber resents it? Would he stand for the publication of the fact that he had come to town and purchased a paltry dollar's worth of groceries? Did you ever see an item in a department store ad. like this: "Bill Smith, the old wheel-horse of Squash twp., who owns the finest farm in the county, favored us yesterday with a cart wheel for a hat?" Did you ever know a lawyer to hang a bulletin in his office, to say nothing of publishing it in a paper, with an item like this: "Thomas Brown paid us $5.00 retainer fee to look after his interests in his coming brindle-cow case. Mr. Brown is one of the substantial men of the community who give it fame far and wide?" Do you suppose the subscriber relishes such items, even if they are loaded with fulsome flattery? Isn't it possible he thinks that any old plug in the county, "no-'count" or otherwise, can be made into a "prominent and substantial citizen" by the payment of a little, dinky dollar—and that altogether likely on delinquent subscription? Do you believe a man would permit any merchant along the street to publish a purchase of such small amount? If he would not, why does he allow a newspaper man to do it? Do you suppose his leniency has anything to do with the estimate he places on the printer as compared with the other business men of the town?

Value of Organization in the Composing-room

By A. M. KLEINHOFFER

(An address recently delivered before the Kansas City Typothetae)

ORGANIZATION is to arrange the multiple parts of a complex whole in a suitable manner for use or service; to construct so that one part may cooperate with another. That is to say, applying it to our subject, the foreman and the typesetter, the proofreader and the galley boy shall work together — do team work.

Composing-room Equipment

I shall hurriedly pass over the question as to what constitutes the proper equipment of a composing-room. In this day all printers are agreed that type should be in good condition, plentiful and in its proper place, which is seldom the dead stone. We all realize that space cases should be kept filled; that it should be the duty of some one to see that they are kept so; that all material should be so arranged as to be accessible and with the least number of steps; that there should be few fonts, but large ones. Worn type should be thrown out. It's expensive in the pressroom.

An Example of Wasted Time

This is an example of what happens each week in many press and composing rooms.

A form is put on a cylinder press. The pressman spends thirty or forty minutes attempting to make some old type print like new. He knows he can't do it, but with a splendid courage he makes the effort and fails. He sends out C. Q. D. and the foreman of the composing-room dispatches the trouble man, who hunts through the cases until he finally gets the necessary letters, unlocks the form, and after some thirty or forty minutes arrives back in the composing-room.

A little reflection will show you that the compositor spent about thirty minutes in unproductive labor, while the press stood idle an hour. The compositor's time costs you about $1.20 an hour, and the press time approximately $2.50. Organization would have proved its value in this instance by saving several dollars.

This trouble can be almost entirely eliminated if a modern proof press is used. Presses may now be had that take a proof as clear as though printed on a printing-press. On these presses you may get a proof in colors with perfect register. The proof is clear and legible if the type is good, and if defective, the reader can see and mark it as he reads for errors.

Under these conditions when a job goes to the press you are assured that there will be no delay in changing bad type.

The Relation of the Printer to the Machine-room

However, in the time allotted to me I wish to speak more particularly of the auxiliary machine composing-room and the relation of the printer to it.

We may safely start with the assumption that every customer of a machine composing-room desires to get his composition at the very lowest figure at which it can be done. Likewise the owners and managers of machine-rooms want to set your type at the least expense to themselves, realizing that as the cost is reduced, an incentive is created for a larger use of their product, and, with the machine-rooms, volume is essential to the profitable conduct of their business. Therefore, it is of immediate concern to the commercial printer and the auxiliary composing house so to organize their businesses that costs will be less and profits greater. I hope to be able to show you how, in some measure, this may be done.

A Typical Case

To begin with, when you have a job for a machine-room, look it over carefully and come to some conclusion as to style of type you want used and the measure it is to be set.

This may seem to most of you an absurd suggestion. Since I was asked to speak at this meeting I have made a few notes as probable material came to hand, and in one week's time, of ten men who came to my desk with jobs they wanted set, not one knew how much space he had to fill.

In one of these instances the gentleman spent some fifteen or twenty minutes in indecision, finally called his office, gave me certain directions, then told me to hold the job until he got back to the office, when he would 'phone instructions.

Now this was a rush job. The salesman brought it down himself because he wanted to be certain to get it forthwith. In the process of getting this copy on the machine he used up more than an hour of his own time, and thirty minutes of mine, and then returned to his office to get straightened out on what he wanted to do.

Now the reasonable procedure would have been for the salesman (he having indefinite instructions from his customer) to determine what he wanted, then to turn the matter over to his composing-room for a layout. Had this been done the salesman would have saved the wasted hour, as an errand boy could have delivered the copy to the machine-room.

Bad Copy

This particular lot of copy was some sort of a write-up of musical happenings, written by many different people, on paper of all sizes, in handwritings in which the artistic temperament was evident in every slant and curve, and legibility absent in almost all of them. There was a great deal in it about andante and rondo capriccioso and romanza and Tschaikowsky and a lot of other unpronounceable and unspellable things, all written with that easy

abandon characteristic of the true artist, resembling very much the inane meanderings of an intoxicated spider.

Here was a job, ordered rushed, badly written, which had never been carefully examined by the printer. The matter was of such a nature that no one other than a professional musician could possibly have the knowledge necessary to decipher it, with the result that a great deal of time was wasted.

As already stated, the matter was of a technical nature and indifferently written. This was an instance in which the customer should have been told the copy is illegible and should be rewritten or the printer would be obliged to charge him time on it. If the people who prepare such copy had to pay the extra expense it entails, it surely would have a corrective tendency.

Initial Letters

In the job were a considerable number of initial letters. These were marked "initial letter here." As the machine people had no knowledge of the kind or size of initial letters the printer intended to use, it became necessary to get him by 'phone to elucidate this matter, which used up fifteen or twenty minutes more.

Among the sheets of copy were numerous newspaper clippings, some an inch long — three or four were an inch long and twelve inches wide, others of various sizes. The manuscript copy was written on such things as were convenient at the time, and economical, as the backs of programs, backs of circular letters, note paper, letter size, miscellaneous tablets and what not. This heterogeneous mass was all rolled up together in a tight roll, so that when the rubber band was removed the sheets were "pied," and as the copy was not numbered some additional minutes were occupied in arranging it.

But to get closer to our immediate problem. This printer was largely in the wrong.

None of you gentlemen would permit your workmen to send a form to the pressroom in which were letters so defaced it would be necessary to change them before the form could be printed. You would not knowingly allow a form to go to the pressroom that was badly spaced, spongy or out of square. Why, many of you have apparatus for truing cuts and getting them type-high before they are locked up. Now, why are you so careful about the matter that goes on your presses? You like to do good work; you have the workman's pride in the quality of your product; you love to feel the exhilaration of a thing well done. But more than all these, you are business men; you want to prosper; you want to make money, build an estate — for after all, the most reliable barometer of success is a healthy bank account. So for the reason that your experience teaches you that if a form goes onto a press having any of the defects enumerated, it becomes necessary to remedy it, and remedies take time, and time costs money.

Why are you so careful of platen-press time and hand time and cylinder-press time, and so careless of typesetting-machine time? The hour cost of a

linotype machine is greater than that of a platen press, greater than that of a hand man, and is very close to that of the larger-size cylinder presses.

The Rush-job Problem

There is another phase of the relation of the commercial printing-office to the machine composing-room that might well merit your careful consideration, and that is the question of haste, of insisting that the utmost speed be maintained in the manufacture of your copy into slugs. I have reference more particularly to the job sent in at 11 o'clock that must be delivered by the machine houses to your shops, say at 3 or 4 o'clock. When the machine composing-rooms are given until the next day, they can plan the work so almost any size job may be finished without causing trouble. But when you insist that your matter be set at once, it frequently causes considerable confusion. For instance, when the job reaches us at 10 o'clock, that is the first intimation we have that such a job exists, and of course our plans did not take it into consideration. We now take a hasty survey of things. Here is one machine working on matter on which delivery is not promised until to-morrow morning. This appears to be the only machine on which we can place the work. This is done, and the job is delivered on time. We hope you are pleased, that your needs are satisfied, and trust it was really necessary that you have the matter at that time.

But there is a phase of this question that you have not yet seen. Some time prior to your entrance upon the scene we have given to the particular operator who must set your job another piece of work that needed considerable explaining in order that he might get the customer's idea. He familiarizes himself with the matter after twenty or twenty-five minutes of study, and as the machinist has everything in readiness, he goes ahead with his work, becoming familiar as he proceeds with the peculiarities of the copy, so that now he is moving along at a speed that gives joy to the foreman and dividends to the boss. Enter the printer with the rush job. We hurry over the preliminaries, stop the man, change the type, put in the proper liners, the operator proceeds, and at 3:30 or 3:40 your job is finished. Now it is time for the second shift to go to work. The operator who has put in a half hour or more familiarizing himself with the original job is through with his day's work, and the same process must be gone through with by the next man, while had the first man been undisturbed the job would have been finished in a shorter time, at less expense.

This process, with variations, is a daily occurrence in every machine-room in this city.

The Composition Order Ticket

If I might be permitted to suggest a procedure for preparing and sending copy to the machine, I would suggest something after this fashion:

At the outset, copy should be numbered, using a red or blue pencil. Num-

bers in red or blue are more conspicuous and therefore easier to see. Write your name on the copy, or use a rubber stamp.

The next step, the copy should be scanned for arrangement and style, and in most cases it is well to read it — at least enough of it to satisfy yourself that it is in reasonably good shape.

Now decide upon the size and style of type, being governed, as to size, by the space to be filled, and by the nature of the work and paper to be used for style of type. You should not use an ornate letter for a legal document or an obituary notice, nor twelve-point boldface for a dainty program — to use extreme examples.

Now that you have familiarized yourself with the job, make out an order ticket, which should contain information about as follows:

The name of your company.

(Just as I was leaving the office a few minutes ago there came to my desk a job marked, "Set like balance. Rush! Jim." I do not seem to recognize "Jim," and the "balance" is a bit too indefinite for me. The only consoling thing about it is this: "Jim" will wait until he thinks he should have the work, when he will call us, at which time all will be cleared up. In the meantime we were unable to "rush" the work.)

Your order number.

The date.

Description of job — this to be used in checking against your number.

Type-faces; whether solid or leaded.

Type to be used for heads.

Also for subheads.

It should specify whether underscored matter is to be set in boldface or italics.

If dashes are to be used, how long should they be?

If the job is a catalogue, shall prices and numbers be set in boldface or lightface?

Shall the matter be set in ordinary indented paragraphs, or shall first line be flush and the run-over indented?

Also, shall prices be set out, or "cleared," as we printers say?

Shall the general outline of copy be followed, especially in regard to tables?

How many pages of copy? If there is a discrepancy between the number of pages and your notation, you will be notified while there is yet time to find the misplaced sheets.

Initial letters should be marked after this fashion, assuming you want five lines indented for initial and the matter to be twenty-four ems wide:

"Initial letter

"One line fifteen ems

"Four lines fourteen and half ems

"Balance twenty-four ems."

If initials are all the same size it will be necessary to mark only one,

stating on your composition ticket that initials are all of a size; otherwise this process should be followed in each instance.

When you want work at a certain time, say so. Give a definite time — as to-morrow, or Wednesday; not "Soon," or "Rush," or "At once." I have seen jobs marked "At once" that took three days to set. And the other day when I asked a printer when he wanted a job which he had marked "Rush," he replied, "Oh, in three or four days."

When possible send a style sheet with the job. This should especially be done in case a job has been worked on at some previous time. Send proof of made-up page or galley proof. Also see that style sheet can be made to apply to job for which it is intended as a model.

In marking copy for the machine, bear in mind that each machine change adds to the cost of your composition. Use as few faces as the nature of the job will permit. This will facilitate the work and keep down the cost.

Do not send a boy with orders to wait for corrections unless it is essential that you have them at once. It is as expensive to change a machine for a few corrections as for a hundred thousand ems. If the machine houses may be permitted to accumulate several jobs in the same style of type, the cost of changing machines may be spread over the entire lot. I am sure I voice the sentiments of every machine owner in the city when I say they want to do your work at the least possible expense to you.

When copy is in small pieces, such as newspaper clippings, etc., it should be pasted (not pinned) to large sheets, to minimize the probability of losing; pins break holes in the paper, allowing it to become detached, while the paste will hold it fast.

Always send a composition ticket with alterations. If this is done, and there should be some question as to whether the matter is corrections or alterations, that point could be settled at that particular time — an arrangement much preferable to waiting several days, when the matter is not fresh in any one's mind.

Composition Ticket Should Be Complete

Your composition ticket should contain all the information necessary to set the job. If you do not supply it, the machine house must; it must be had before the job goes on the machine, as a $27-a-week man and a $4,000 machine are too expensive a combination to experiment with.

The printer must furnish the instructions, or the machine-house manager will guess at it — a most undesirable method. Therefore, if you are the person to furnish the information, it saves time to do so in the first instance.

When the machine house has rushed your work out, do not hold the proofs beyond a reasonable time and then send them in two or three at a time, with the advice to put them on the machine at once — that you will send the others before we have finished correcting the first lot. We have tried this arrangement many times, and the sad experience of years has taught us that you get in a little too late.

I have attempted to point out the more apparent faults into which we are prone to fall. If I have seemed unnecessarily critical, it was my anxiety to correct these conditions that made me so.

Your Business Is Printing

The business in which we are engaged is the life-work of most of us. You spend long hours at your offices to lure into your strong boxes your portion of the per capita. To most of us there has come a time when we dreamed of wealth to be made in some half-defined way, great gobs of gold pouring in upon us from the proceeds of far-western apple orchards, or deep mines, or from some of the innumerable places where they sell beautifully printed certificates at much above the prices we sold them for originally. But the next day found us at our work, plugging a little harder, fretting at the annoyances. So I say to you gentlemen to-day, be systematic in all your affairs.

Eliminate the worries by coining into a regular habit the pure gold of your experience.

Make your business a pleasure.

Play the game with enthusiasm.

Grow with the expanding needs of your calling.

What you set out to do, do it well, whether it be the making of an estimate, the printing of a book, or the filling out of the more humble order ticket.

To do this you must organize your composing-room, your pressroom, all the various departments of your business. Organize yourself.

"On the organization and management of the plant," says Professor Duncan in his book, "The Principles of Industrial Management," "depends the owners' ability to utilize to the best advantage their raw materials and the time of the men they employ."

"System," says one writer, "is the triumph of mind over matter"; and another has said that "to work systematically is to work successfully."

Analysis and organization will determine what is best for you; they will eliminate the nonessential. *They will make your processes waste-proof.* And that is the value of organization.

CONCENTRATION

By A. H. McQUILKIN

The world and time materials are
From which we carve success;
The graving tools ourselves must be,
However great or less.

The graver keen and tempered is,
And neither fast nor slow—
As faithful to its task it bends,
And forms of beauty show.

Held in the hands of fate are we
As tools for Wisdom's will;
Our edge and temper we must keep,
Our duty to fulfil.

The Country Newspaper

By ALBERT G. BRENTON

YELLOW JOURNALISM is a term difficult to define, hence dangerous to use, but it will serve me better than any term that comes to mind, and I wish to designate with it a particular phase of progressiveness in the newspaper publishing field. Although the very words may convey an odious impression to some, the period of the inception of yellow journalism is really one of great importance in the development of newspaper writing.

One of the things yellow journalism did was to bring personality into the news — not the writer's, nor the editor's, but that of the average man. Perhaps you choose "human interest" as a better term. Whatever you wish to call it, it would have been a commendable feature had it not been carried too far. Undoubtedly, though, it played its part in livening up the news columns and if it had been pruned of its grossness could have been adopted profitably by the country newspaper. Now, getting down to "brass tacks," I wish to recommend denatured yellow journalism to the rural press.

To set forth my meaning more definitely, the following brief outline is given. It is not to be considered inclusive. An attempt is made merely to give a few pointers in the hope that others will be suggested:

1. Interviewing and quoting local well-informed men on topics of interest to at least a part of the readers.

(a) The attorney, on legal questions.

(b) The banker, on financial and monetary conditions.

(c) The school superintendent, on educational problems.

(d) The fruit-grower or gardener, on agricultural matters, including the boll weevil.

(e) Physicians, on contagious diseases, health hints, sanitation, prevention of sickness, etc.

2. Localizing reprint.

(a) Local interviews on reprint.

(b) Rewriting and giving local time-and-place interest to clippings of general nature, instead of reproducing them with the simple credit, "Exchange."

3. Catering to the village correspondent by heading the most important item in his contribution.

4. Gathering statistics on crops, weather, etc., periodically by telephone from different parts of the county.

5. Reporting sermons, speeches, musicales, entertainments, etc., personally or by representative, to give distinction to each item instead of writing it from hearsay or secondhand information.

Some struggling rural editor will bring up the objection that it would be physically impossible for one man to do all of these things each week and

have time left to attend to any of his other business. However, it will be readily understood that only a few — possibly one or two — of these points would come up in such tangible form that they could be used within any one week. Certainly most any country newspaper man can spare the time for a ten or fifteen minute interview once or twice between press days.

Further to explain, let me take one of the items under Point 1 — interviewing and quoting well-informed men. For instance, the school superintendent. A case comes to mind wherein a superintendent of schools in a town of three thousand inhabitants made the record of passing into the high school the entire eighth-grade graduating class. Not a single pupil dropped out. A school inspector happened in on one of his rounds a few weeks before the close of the term, and the fact was brought to his attention. Naturally he was very much interested.

An item of a few lines stating the fact of the unusual performance appeared in the local weekly paper, mentioning that the inspector had complimented the superintendent very highly upon his record. But when the inspector went to his home — the capital of the State — and made his report to the superintendent of public instruction, that official gave out a story to the metropolitan dailies which covered half a column, quoting the superintendent and giving in his own words the methods he had used to get the eighth-grade pupils enthusiastic in their desire to enter high school.

A week or so later another city daily nearer the small town got hold of the story through the Associated Press dispatches coming from the metropolis. This paper immediately wired the local correspondent to secure from the superintendent an interview, his photo and a photo of the school building. The interview covered nearly two columns and was embellished with a view of the school building and a drawing from a photo of the superintendent. From beginning to end this story had a stronger news interest in the town where it occurred than anywhere else, but it was not used there, except as a small item, until two city dailies called attention to its value.

Every town does not possess a school superintendent who can attract the attention of the educational world, but if the editor will take pains to find out just who he does have in his town he doubtless will learn of many people who can furnish him good stuff from time to time which will prove, possibly, of as much interest as the incident cited.

The physician should be a source of feature news the year round, for in winter there are diseases from the severity of the weather to contend with, and in summer an equal number due to the hot weather. I will grant that even though the physicians do hold it unethical to advertise they will not be adverse to receiving what mention they can get through stories that can be worked up by the editor with their help.

Take Point 2 — localizing reprint. There is scarcely any move or condition which affects the country at large so as to get into the metropolitan papers which can not also have a local point of interest in any small town

in the country if the editor cares to work it up. Metropolitan papers will furnish a wealth of tips upon which he can interview local men who are qualified to discuss them. There are hundreds of items from country exchanges that should be given a local color. For example, at the opening of each hunting season the county-seat paper usually contains notice of the approach of the open season, with perhaps a few rules — the game regulations found printed upon the back of hunters' license blanks. It is a common custom to clip this and run it in the "local" column under due credit, or simply marked "Exchange." Here is a better suggestion. Address the item to *local* hunters. Tell *them* what the regulations and requirements are and upon whose land *they* can hunt. Of course, items such as this will seem trivial in individual instances. But a policy carried out along the general line will give the paper a reputation for local interest. And people like better to read about themselves than about others.

As to country correspondents. The usual column starts off with a stereotyped head and such personal mention as, "John Smith spent the week-end with relatives in Bingville" (or some other remote borough). Toward the bottom, probably put there in conformity with the make-up man's theory of typographical balance, will be found an item concerning the death of a prominent member of the community, or an account of a farm-hand losing his arm in a corn-shredder. Why not give this item a head at the top of the column and let the less important ones follow? This will enliven the country correspondence and encourage the rural scribe to pick out good news items to head his column.

Gathering statistics for whatever purpose is more or less an undesirable occupation, but if the rural editor will take a few minutes' time on one or two days of the week to ring up some subscriber toward the border line of the county and inquire about crops and weather conditions, he will usually pick up some interesting bits and may incidentally cultivate a future news source and friendship.

As to reporting speeches, sermons and other events personally, the editor will doubtless again raise the cry that one man can do only a certain amount of work. However, much of this work can be done by others who will be glad of the opportunity. I do not recall a single country newspaper, with the exception of some which serve also as church denominational organs, that gives regular attention to sermons. The Church is one of the fixed and important institutions of the small town, and its activities should by no means be neglected. There are very few pastors who would not be glad to furnish a summary of their sermons to the paper each week. Aside from the fact that there are many interesting things said in sermons, the editor in publishing them is sure of an audience equal to the membership of the church which that particular pastor represents. It is sufficient in handling sermons to summarize them briefly, picking out the salient points and indicating wherein they are peculiarly apt comments on conditions of the day.

MARKET VALUE OF BRAINS IN PRINTING

By HENRY LEWIS BULLEN

¶ *In printing used successfully to sell merchandise there are two values. One includes the materials and labor used; the other results from the ability to make the printing effective as a selling force. One value is produced mechanically, the other by mental processes which are similar to those employed by architects and in the various professions, and this is very frequently the larger value.*

¶ *Printers who do not charge these greater values in to their invoices are belittling their abilities and lowering the estimate of the value of printing in the community.*

¶ *The printer sells to the manufacturers and the merchants the most potential and profitable method of salesmanship that has been or ever will be devised.*

¶ *The cost of selling by printing is very much less than by any other plan equally far-reaching in scope.*

¶ *The permanent character of the results that are obtained by printed salesmanship is one of its most remarkable qualities.*

¶ *The printer's art can extend the customer's market as far as the ambition and enterprise of the customer prescribes, bridging seas and crossing continents, and speaking all tongues.*

¶ *No other expenditure returns itself so quickly, bringing with it a perennial stream of profits, as that for printing.*

MORAL:

DO NOT GIVE AWAY YOUR BRAINS



POSTER DESIGN BY H. C. KIEFER, ART INSTITUTE, CHICAGO.

Editorial

WHEN Charles Francis, in closing the Ben Franklin convention at Cleveland, said it was his hope that next year practically all employing printers would march into the same convention, he not only voiced the sentiment of the meeting at which he was presiding, but that of thousands of printers who have been holding aloof from the national-organization movement because of the division which exists.

THE immortal Chadband, expatiating on the beauties of truth, exploited truth as an abstraction. The experts of the University of Wisconsin are preparing to bore for truth, and have selected the newspapers of the country as the test soil. The scientific spirit, if prevailing in this quest, will have no Chadband flavor, but will consider coldly and analytically what proportion of truth exists in the make-up of the newspapers.

IT is good to give truth an airing. The Extension Division of the University of Wisconsin in its call for a conference of leading newspaper men, to be held at Madison, July 29 to August 1, points out that there are three important things happening in the modern newspaper business: "First, the amount of capital needed to maintain a newspaper is constantly increasing, with the result that newspapers are frequently owned and controlled by men with money rather than by men of ideas. Second, the returns from advertising are constantly growing, which results in a greater dependence of the newspaper on the advertising for its maintenance, and a growing endeavor of the advertiser to dictate the editorial and news policies of the paper. Third, the newspaper is coming to be an investment, and not infrequently it is run merely to serve the business, social, or political interests of its owners."

THEREFORE, "to find out whether or not the newspapers of the country are free to tell the truth, and if not, to find some remedy for existing conditions," the conference has been called. Such men as Melville E. Stone, manager of the Associated Press; William J. Bryan; William Allen White; Norman Hapgood, editor of *Collier's Weekly;* Charles H. Grasty, of the Baltimore *Sun;* and Fremont Older, of the San Francisco *Bulletin,* have signified their intention to attend the conference. Every journalist in the country who is interested in the question is invited to attend. It is planned to have two prominent journalists speak at each of the six main sessions, and these addresses will be followed by discussion in which any one may participate.

A MONUMENT to the memory of Martin Fox, president of the Iron Molders' Union, was unveiled at Calvary Cemetery, Cincinnati, July 5, 1912. A tribute to the worth of this man, whose activities were stamped by the ideals of good citizenship, says: "As chief executive of a trade union he taught a sacred regard for the terms and provisions of any agreement entered into with the employers, and was foremost in advocating the adjustment of industrial questions through the channels of negotiation and conciliation."

OHIO printers are planning the largest and best exhibition of printers' machinery and supplies that ever has been held in America. Machinery Hall, Cincinnati, is to be the scene of the record-breaking exhibit, the occasion being the Second Ohio Printers' Cost Congress, to be held October 3, 4 and 5. The entire first day of the convention is to be devoted to the exhibit, which will include the most modern equipment now employed in printing plants. What efforts are being made to interest business men and the public generally in the exhibition we do not know, but it is certain that in these displays of printing equipment, a big opportunity for trade benefit will be lost if the public is not informed as to the expensive processes and high-priced machinery required in the production of good printing.

FOLLOWING the removal of headquarters to Chicago, the United Typothetæ will this year hold its convention in the Western metropolis — the city of its nativity. If the conference committee arranged for at the Franklin meeting at Cleve-

land makes the progress expected by some, this year's Typothetæ meeting may be as epoch-making as was the gathering in 1887. If the work commenced at Denver last year is completed next September, it will be a fitting incident of the craft passing the portals into that auspicious era that the high priests and seers all hope and prophesy is its destiny.

FINE paper, up-to-date type, tasty arrangement of composition, good ink and careful press-work are by no means all of the elements that enter into the production of good printing. Effort and money are wasted if in an all-absorbing desire for good typographical effect the printer forgets his grammar, his spelling, and, in addition, shows an ignorance of proper punctuation and division of words. Many stenographers produce excellent business letters in arrangement of lines and margins and in general neatness that are simply valueless because of poor grammatical construction, misspelled words and a lack of punctuation. This is also true of many printers and their work. The most important items entering into the dress of a printed message are good English and correct spelling and punctuation. It were better that the printed page fail in some of the essentials of proper balance and display than that it be punctured with typographical and grammatical errors.

The Cleveland Meeting.

Every one who has been connected with the promotion of the Ben Franklin Club of America should have reason to rejoice over the splendid showing made in its first annual convention. While it is true that some of the organization's members may have expected a larger attendance, all must have been highly gratified with the remarkable enthusiasm which pervaded its sessions. Another notable feature of the meeting was the complete harmony with which its business was transacted and the utter absence of factional strife. This is due in large measure to the democratic spirit in which the organization was conceived and the broad principles on which it is founded. Big and little, rich and poor, "closed" and "open" shop printers —all found here a common ground on which to meet and discuss the perplexing problems peculiar to their business. The convention was, in a word, a notable example of how well printing craftsmen may cooperate in the essentials of sound business methods, when careful provision is made for a discussion of the problems which make for a divided house. Not that these problems are or ever can be eliminated from discussion and serious consideration by all printing-craft employers, but that they may be taken care of by sections in which the members will be able to act harmoniously and without prejudice to those questions which require the united action of the organization.

It was quite to be expected, therefore, that out of this assemblage would come some action looking toward a consolidation of all employing printers' organizations. Such attitude was consistent and in harmony with Ben Franklin democracy. And when Charles P. Carl, of Cleveland, presented a resolution asking the appointment of a conference committee to meet a like committee from the United Typothetæ of America, with the purpose of amalgamation, he struck a responsive chord in the convention. Although there was some opposition at the outset because of a belief that the action would place the Ben Franklin Club in a suppliant position, objection was later withdrawn when it was understood that members of the Typothetæ had taken the initiative and had secured an agreement from President Cushing to appoint a like committee from the Typothetæ.

We can not conclude these comments without giving credit to the progressive printers of Cleveland for the part they played in the success of the convention. The hospitality of the Fellowcraft Club will long be remembered. But far more important than its hospitality is the educational value of its precepts and of the results it has achieved among Cleveland printers. Assuredly scores of the delegates returned to their homes inspired with a new hope that eventually should lead to the establishment of Fellowcraft Clubs in many cities of America.

Direful Words and Meeting the Issue.

Present-day newspaper needs for sensationalism compel exaggeration, and we become habituated to seeing novel manifestations of very natural events referred to in awe-striking or direful terms. Unconsciously we sometimes fall into the error of speaking of a diminutive member of the finny tribe as a whale, as the lissom-tongued Garrick said of the ponderous and ungainly lexicographer. For instance, nowadays the pressure of labor for better conditions justifies the adjective "revolutionary" when a domestic phase is being discussed. The same outbreak in a foreign country gives the correspondent and the headwriter license to assure us that the sister Republic, the Motherland or the Fatherland, as it may be, is on the threshold of a sanguinary revolution.

W. B. Blaikie, president of the Master Printers' Federation of Great Britain, spoke a word in season on this subject when addressing that body

at Edinburgh recently. He denied that the country is on the verge of a revolution, except in the sense "of the silent revolution that has been going on from the days of Cain and Abel." It was, in his opinion, reasonable and right and to be expected that there would be demands for better conditions by those whom the cant of the day called labor. Mr. Blaikie contended that —

> There is no hard dividing line between the capitalist and labor. It is for the order of employers to think and inquire where its duty lies. First of all, their duty is to inspire confidence in their fairness, their justice, and their truthfulness — to inspire such confidence in those who work for them. Most of the employers present put the honor of their houses as far more important than the desire for personal gain. If they can make their work-people believe that, nine-tenths of their difficulties will vanish.

We can testify to the efficiency of Mr. Blaikie's suggestion under most unpromising conditions. One of the largest of the printing-trade unions elected a so-called radical "agitator" president on a platform to raise "the wages of the commercial end to the newspaper level." This gentleman is reputed to own several pieces of property, and knows what profit is. His program went through, and when employers told him that the trade could not stand the increase demanded, he said the employers were prosperous, and pointed with considerable accuracy to what this one and that one had spent in plant improvement. He was told that that did not indicate profit; that in many instances the enlarged plant was a nerve-racking liability rather than an asset. At first he wouldn't believe that men were not taking profits out of the business. After he was shown the state of affairs so familiar to attendants at cost congresses, this radical union president threw up his hands and secured a modification of the proposed scale that the affected employers declared to be "fair enough." The particular official referred to is not lacking in the qualities that some deprecate in labor officials; he is pugnacious and knows how to fight, but he is also amenable to reason when the other side is honestly and fairly presented.

But, as Mr. Blaikie says, you must convince such men of your sincerity.

P. R. Hilton.

Among the names of men who have won distinction in the printing trade that of P. R. Hilton, president of The Inland Printer Company and president of The Henry O. Shepard Company, stands in the front rank — not because of distinguished achievement or of any notable contribution to the art, but because of an ideal standard of honor, an invincible integrity in business, and a humanity that interested itself in every employee, cognizant of faithful work, tolerant and charitable in all ways.

Mr. Hilton died on Saturday, June 22, 1912. In the late fall he visited the Pacific coast and spent the winter there. An attack of la grippe delayed his return, but on his arrival in Chicago last March he appeared vigorous and well. Shortly after, however, he began to fail, and, though hopes were held that his illness was but temporary, the end came suddenly.

He was born in the State of Maine, March 4, 1843, and had many of the traditional virtues of the natives of that State. He learned the printer's trade in Lowell, Massachusetts, and during the Civil War traveled in the interest of the Ayers. He subbed for a time on the Chicago *Inter Ocean*, and later was employed by the firm of Knight & Leonard, of which concern the late Henry O. Shepard was superintendent. When Mr. Shepard formed the partnership of Shepard & Johnston, Mr. Hilton joined the new concern as office man. Mr. Shepard later bought out his partner, Mr. Johnston, and established The Henry O. Shepard Company.

About 1894 Mr. Shepard engaged in the publication of a bible history under the editorship of Doctor Lorimer, the celebrated theologian and pulpit orator, father of George Horace Lorimer, editor of the *Saturday Evening Post*. Among the contributors were the world's most famous theologians and Egyptologists, the Hon. William Ewart Gladstone, ex-premier of Great Britain, contributing the introduction. The magnitude of the undertaking taxed the resources of the company and the panic of the ensuing year compelled a receivership. Mr. Hilton was appointed receiver, and the affairs of the company were adjusted on a creditable basis. After Mr. Shepard's death Mr. Hilton was elected president of the company, and by the cooperation of his associates continued the affairs of the company in a prosperous condition. Eleven years after the composition with its creditors, The Henry O. Shepard Company, although its indebtedness was legally canceled, paid all its creditors in full, with interest added for the full term of the lapsed years.

It was perhaps the proudest day of Mr. Hilton's life when he countersigned these checks.

Mr. Hilton was happily married and lived a peaceful, contented and well-ordered life. His widow and two married sons survive him. He rests in Forest Home Cemetery beside his only daughter, who died in infancy.

It is an old saw that "A poor workman blames his tools." This does not apply to advertising, however, as the best man in the business will turn out poor work if he *must* employ cheap printers to do his work.— *Good Advertising.*

My Hope

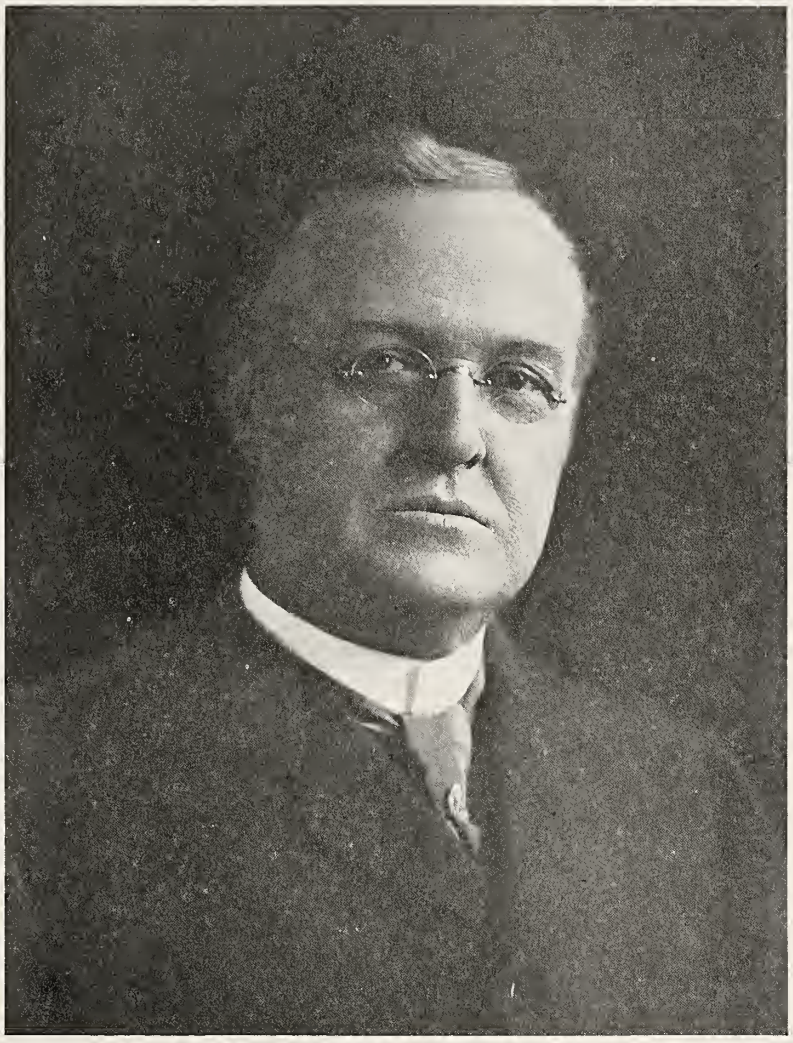
When I come down no more,
And take my journey to the farther shore,
Will those I worked with miss me long,
Or will forgetfulness in the throng
Of varied interests bury all I did?

When I come down no more,
To take my place on that old office floor
Where side by side my friends have
worked for years
Will they forget me, or their tears
Keep green my memory, and their smiles forbid?

When I come down no more
To add my labor to the common store,
I hope my comrades — yes, I hope and pray —
Will know I'm on a long-sought holiday
And grieve not for the joy that shall be mine.

When I come down no more,
My work well done and rest before,
May all the friends that grace has given to me
Wait for the day that now I fairly see
And find with me the lights that
brightly shine.

A. H. McQuilkin



March 4, 1843 — June 22, 1912

P. R. Hilton

Apprentice Printers' Technical Club

NO. XXI.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Type-faces — Continued.

TEXT.

To continue the study of Text types, let us now examine the letter forms shown in Fig. 101. This type-face was produced by Barnhart Brothers & Spindler and is called Plate Text. Elaborate faces of this kind are used almost exclusively for society printing — invitations, announcements, "at home" cards, etc. They are too decorative and delicate for general use, and must be handled very carefully in order that the hair-lines will not be broken or battered.

The Tudor Black Text, shown in Fig. 102, was produced by the American Type Founders Company. It is more

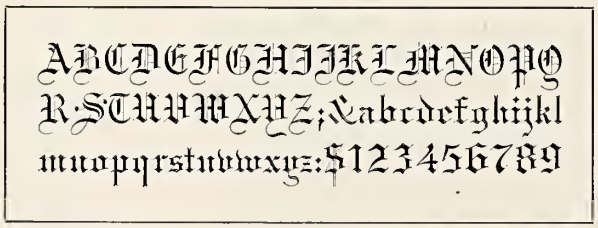


FIG. 101.— Plate Text. Produced by Barnhart Bros. & Spindler.

rounding than Caslon Text, but is, we believe, equally as legible and has the same wide range of usefulness. The presence of few hair-lines makes the letters more durable than the average Text types.

The extreme of blackness and contrasting element widths is shown in Fig. 103 — Cathedral Text, produced by

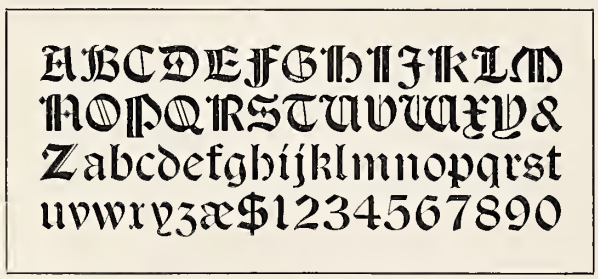


FIG. 102.— Tudor Black Text. Produced by the American Type Founders Company.

the American Type Founders Company. It is "freaky," but interesting nevertheless, and in the hands of an artistic compositor can sometimes be used to produce very pleasing results.

SCRIPT.

Script types are seldom used except in society printing. Like the elaborate Text types, they are too delicate for general usage, and the letter forms are not of a nature to produce as pleasing and legible results as italics.

All Script types are imitations of different styles of handwriting — Spencerian, vertical, back-hand, etc. What may be termed an ordinary Script type is shown in Fig.



FIG. 103.— Cathedral Text. Produced by the American Type Founders Company.

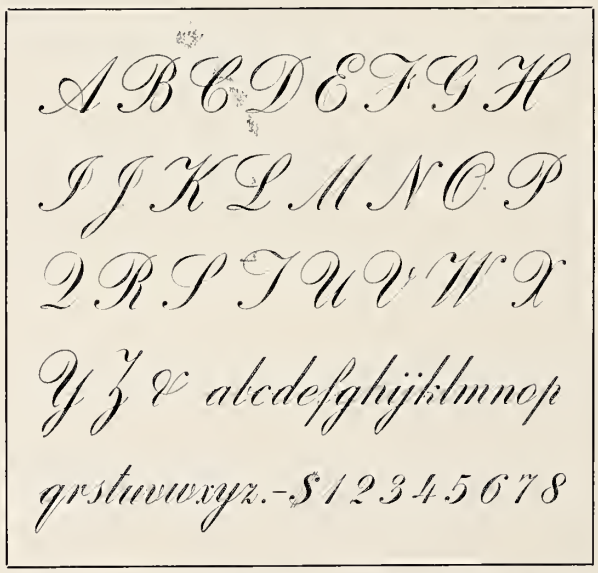


FIG. 104.— Lining Plate Script. Produced by Barnhart Bros. & Spindler.

104. This is Lining Plate Script, a product of Barnhart Brothers & Spindler. Note how nicely the lower-case letters join together.

In order to show a few different styles of Script we have arranged Fig. 105. No. 1 is Tiffany Upright, produced by

the American Type Founders Company; No. 2, Lakeside Script, produced by Barnhart Brothers & Spindler; No. 3, Bulletin Script, produced by the Keystone Type Foundry; No. 4, Vertical Script, produced by the H. C. Hansen Type Foundry.

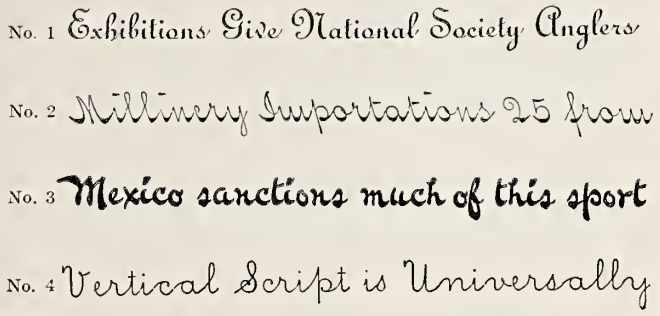


FIG. 105.— Showing a few different styles of Script types.

Our lesson next month will take up the study of type composition.

Announcement of a Title-page Contest for Apprentices.

Announcement is made this month of another contest to be held exclusively for apprentices. Each contestant will receive a complete set of all the specimens submitted, and as a special inducement for apprentices to enter we have decided to reproduce the photographs of the winners of first, second and third places, and to give their ages, where they are employed, how long they have worked at the printing trade, etc. This, we believe, is the best inducement that we could offer — far better than the prizes given to the winners in our last contest.

Every foreman and employer who is really concerned with the progress of his apprentices will encourage the boys to enter.

THE COPY.

Directions to Contestants: Set up the following copy for a title-page, to be printed in one color — black. The copy is not to be changed in any way — no words added and none omitted:

Twelfth Annual Report of the Board of Directors of the Sedalia Public Library. Sedalia, Missouri. For the Fiscal Year Ending April 30, 1912.

THE RULES.

In order to provide each contestant with a neat set of specimens it is necessary to have a few rules, which all who enter must carefully follow out.

(1) A contestant may send in as many different arrangements as he wishes, but one hundred (100) printed copies of each arrangement must be sent.

(2) All packages to be mailed *flat*, and addressed to "The Apprentice Printers' Technical Club — 624-632 Sherman street, Chicago, Illinois."

(3) Specimens to be printed in black ink, on white paper, 6 by 9 inches, *exactly*, but the size of the form may vary according to the taste of the compositor. Reading-matter must be printed from type, but any stock ornaments or other decoration may be used.

(4) The compositor's name and where he is employed must be printed on all of the copies in the lower left-hand corner, in ten-point roman.

(5) Each contestant must enclose 20 cents in 2-cent stamps or in coin, to cover the cost of assembling and mailing to him a complete set of the specimens submitted. Canadian dimes may be used, but not Canadian stamps.

(6) If two or more arrangements are sent in, no extra stamps are required.

(7) All specimens must be sent in not later than September 16, 1912.

Read these rules very carefully and see that all are fully complied with, as failure to do so may debar your work. Special care should be taken to have the size of the paper correct. When two or more arrangements are submitted, each set should be wrapped separately and the several sets enclosed in one package.

* * *

The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

First Place — Frank V. Taylor, with the Denver Publishers' Association.

Second Place — Earl E. Scheiman, with the McGuire Printing Company.

Third Place — H. C. Flint, with the Myers Printing Company.

Herewith is reproduced the first-place entry, and below it we show a resetting which, in our opinion, is a more pleasing arrangement of lines and masses — although the original design is not at all displeasing.



Prize-winning business-card, set by Frank V. Taylor, in apprentice contest conducted by Denver (Colo.) Typographical Union.



Resetting of above business-card, showing a better grouping of lines and masses.

From the standpoint of readability, it might have been better had we set the line M. & O. Cigars as the third line of the upper group rather than the first. We have, however, conformed more to the general arrangement of the original design by keeping this line above the firm name.

As to whether the above-mentioned line should be larger than the firm name, or vice versa, is a question which the manufacturer alone can settle. It would all depend upon his method of advertising.

* * *

Don't fail to enter the title-page contest.

A Study Course in Advertising

LESSON VII.—BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

Newspapers.

THERE can be no doubt about the newspaper's supremacy for the local business man. Other mediums are good and should receive every consideration, but the newspaper should come first.

There has been for years, and will be for a long time to come, many arguments as to the relative merits of the morning and evening papers. It is generally conceded that the morning paper makes its strongest impression upon men, while the evening paper reaches more effectively the women. However, excepting in large cities, the time of publication will be found far less important than the circulation and standing of the paper in the community.

The matter of position is so very important that the advertiser should make every possible effort to secure the best that can possibly be given him. It is not possible to set down any hard-and-fast rules, because hardly any two papers are made up alike. Some print advertisements on the first page, some do not. Some make arbitrary rules governing display — each newspaper must be thoroughly studied for its individual features. Generally the choicest positions are on the local-news page, the editorial page and the opposite page, and the last page. But some papers make a specialty of a sporting page, where space is valuable in advertising to men. Various other popular departments offer good position, and the keen advertising man will know his papers intimately.

Positions may be regarded first as to the page upon which they appear, and, second, as to their location on that page. In the second consideration the term "full position" or "preferred position" indicates that the advertisement shall be either at the top of column with reading-matter on at least one side, or following reading-matter with reading-matter on at least one side. Very often good position on a desired page is superior to full position on some other page.

Most newspaper rate-cards call for an increased rate for specified position, the printed rates being based on run of paper. (The term "run of paper" indicates that the publisher may place the advertisement on whatever page and in whatever position he desires.) It is commonly known that not all papers adhere strictly to the published rate-card in the matter of special positions. Consequently the buyer who thoroughly knows will do a little bargaining, and may even "hold out" for a week or two until he is satisfied that he is getting all he can for his money. The usual result of such bargaining is that the publisher will make a "gentlemen's agreement" to give the advertisements special position, but will not allow this to be specified in the contract, which will call for run of paper. This protects the publisher, and at the same time gives the advertiser what he wants.

There is opportunity for a great deal of diplomacy in bargaining for position. The weaker papers may be freely "big-sticked," but the better papers require more careful treatment. Often much more can be gained by going at the thing smoothly, and, to do the publisher justice, it must be remembered that there are always more advertisements than special positions.

Newspaper rates are generally somewhat intricate and require no little figuring to arrive at the most economical figure at which to buy space. Following are the rates of the Newark *Evening News:*

Rate per line, 14 cents; 1,000 lines, 12½ cents; 5,000 lines, 11 cents; 10,000 lines, 10 cents.

Special positions: Next to reading, 20 per cent extra. First following and next to reading (minimum, 2 inches), 33⅓ per cent extra. Top of column, next to reading (minimum, 2 inches), 100 per cent extra. Bottom of column, with reading-matter on three sides (minimum, 2 inches), 100 per cent extra. Top of column, reading-matter on three sides (minimum, 2 inches), 200 per cent extra.

Positively no position will be guaranteed unless same is paid for.

Page and one-half page based on number of lines contracted for.

Discounts for time or number of insertions:

	Cents.		Cents.
13 times	12½	78 times	11
26 times	12	156 times	10½
39 times	11½	312 times	10

Suppose, for instance, the advertiser wished to run a 32-line advertisement every other day (excepting Sundays) throughout the year. If no contract were made he would be billed at the 14-cent rate for each insertion.

If the total number of lines were figured (they come to 4,992 lines) it will be seen that by some day adding eight more lines to his advertisement he can contract for 5,000 lines to be used within the year. This will give him the 11-cent rate. He could, of course, contract for 1,000 lines and secure the 12½-cent rate, but it is very obvious that it is much cheaper to use the eight more lines. Now this might seem quite satisfactory, but a study of the rate-cards shows that a contract for 156 insertions in the year will bring the 10½-cent rate. As the advertiser is running every other day he will appear just 156 times, and is thus entitled to pay 10½ cents a line. Wherever the rate-cards call for a contract of a given number of lines or a given number of insertions it is understood that they are to be used within the year.

Street Cars.

Street-car advertising, except in the very largest cities, is a medium of recognized merit, providing it is properly used. It does not bring as satisfactory results for special sale and general bargain advertising, where returns must be spontaneous, as it does in popularizing a store or a special brand of goods. Where the sole agency for a well-advertised brand of goods is held, street-car advertising pays very well in connecting the goods in the store with the manufacturer's general advertising.

The copy for car cards should be brief, and can be accompanied by a strong illustration. Many successful advertisers use no illustrations — others equally successful use them constantly. The nature of the article should settle the question. If the article can be strongly illustrated, it should be done; if no illustrations can be secured which seem strong enough, the idea should be abandoned. While

the copy must be limited to the fewest words, some argument or "reason why" should be introduced. The poster style of cards, often used by the national advertiser, is not practical for the retailer because of the great expense involved in getting up the limited number he would require. Very often the manufacturer will furnish cards with the dealer's imprint, and these, if they are good, may be used.

No exact rule as to the number of words may be laid down, but a safe average is from ten to fifteen. This does not include the displayed name of the article nor the store name and location.

The use of striking colors on cards is most advisable. Black and bright red on a white background, or on a yellow background, is most striking, though any combination which will attract the eye, and not utterly conflict with the rules of harmony, may be used. Before the cards are ordered printed they should be carefully tested for legibility. Many cards designed and approved a short distance away from the eye can not be read by the persons seated in the car. Do not approve the card until you have looked at it from the same distance the passengers will when the card is in place.

Different localities offer different positions — some at the sides of the door and above it, the cards being at right angle to the general run along the sides. These are more profitable only when the seats run crosswise of the car. Very naturally car advertising is more profitable in the winter than in the summer — that is, it is better in closed than in open cars.

Car advertising does not produce full results in a day, nor in a week, and it must be continuous, to pay. Six months at least should be given for any test — *a year is better.* Do not use the space intermittently — every time you drop out, it requires just so much extra time and money to reestablish yourself.

The rates for street-car advertising vary from 40 cents to 60 cents a month for each card for a year's run, and from 45 cents to 65 cents a card for each month of a six months' contract. Often, especially in the larger cities, half and even quarter runs may be used, and cars in a given section specified. An additional charge over the pro-rata rate is always made. The standard size of the card is 11 by 21 inches.

To get the maximum benefit the cards should be changed every month — they should not be allowed under any circumstances to remain more than two months without change.

Charity Advertising.

Under charity advertising is classed all money given for church affairs, programs for bazars, amateur theatricals, and similar forms of charity. These should all be removed from the business world, and kept in the social world. A man may give often and freely from his private purse, but he should not charge such money to his advertising account. To do so is a farce.

There is a class of charity advertising which can not be avoided — it will bring no results if used, but if not may result in harm. All special-edition advertising may be included in this class. It is safe to say that not one special edition in twenty will be profitable. A great amount of money is wasted along these lines. Much of it may be saved if the local board of trade or merchants' association takes up the work of fighting it. If every member of these bodies will agree in writing not to patronize any form of advertising whatever that does not receive the written approval of the secretary or an advertising-censor committee, the saving will be large, and no bad results will follow, because every merchant will be "in the same boat." Of course, the secretary or the committee should use discretion in occasionally indorsing some laudable form of charity, but should be strict in the matter of special editions, and of transient "schemes" and general "fake" mediums.

City Directories.

The writer does not think city-directory advertising is at all profitable, with the possible exception of position on the front or back cover, or in the binding of the book. When a person is using the directory the mind is occupied with looking for the information desired or in keeping it when found.

Theater Programs.

As a rule program advertising is good — particularly effective in reaching women. The class of people frequenting the theater in question should be studied, and if it is decided they would make good customers, copy should be written to appeal to them. In other words, different articles should be advertised in the cheap houses from those offered to the audiences of the houses presenting standard attractions at standard prices.

Moving-picture Slides.

Colored slides shown between the reels at the moving-picture houses are good, providing the store desires or can secure the class of people filling these houses. For instance, an automobile dealer or a high-grade jewelry house could not use this medium.

Theater Curtains.

All that is said regarding theater programs or moving-picture slides applies here. This form of advertising is good if the class of people so reached is desirable.

Outdoor Advertising.

Every little while there is an outburst of indignation over the abuses of the bill-posting system. No doubt there are many instances where the beauty of a location is entirely overshadowed by misplaced hoardings; but, on the other hand, the billboard covers many an ugly dump-heap and vacant lot. From a purely advertising point of view the billboard is important. Position is naturally the first consideration: First, How many people pass the location? Second, What class of people are they? Third, Is the position conspicuous?

The poster should contain fewer words even than the car card, and best used in advertising an article that makes a general appeal. Chewing-gum, cigars, beer and similar articles are most frequently seen, but other articles in the way of clothing, hats, or furniture may be just as satisfactorily exploited if proper locations can be secured.

The chief drawback for the local merchant in bill-posting is his inability to secure the proper kind of poster. To design and print the comparatively few he would need would be much too costly. There are, however, stock posters that may be purchased at a very reasonable cost, and, if carefully selected, they prove very satisfactory. In some lines the manufacturer will furnish posters, which are usually of high quality. Very often where a sole agency is held the manufacturer will bear a portion, and sometimes all, of the cost of posting. His attitude in this matter must necessarily depend upon the amount of goods he is selling in the locality, and the degree of cooperation the dealer is willing to offer.

Billboards are all made 9 feet high. The difference in the size is due to the width. The unit of measurement is called a sheet, and is 28 by 42 inches in size. The board

being 9 feet high, poster space is sold in groups of four sheets each — four sheets just filling the 9-foot space from top to bottom. An advertiser may buy a four-sheet space or an eight, twelve or sixteen sheet space, depending upon the width he wishes to use.

While a four-sheet poster is often used, there is little question but that the eight-sheet poster is the most productive size to use. Measuring 8 feet 10 inches by 6 feet 9 inches, it offers a greater opportunity for eye-catching display than the narrower four-sheet size.



AN OLD-STYLE MOTOR.
Photograph by R. R. Sallows, Goderich, Canada.

Painted Bulletins.

The principles that apply to paper posters apply to painted bulletins. The bulletin is of course more permanent, and is generally sold for six months at the least, more often for one year. The contract generally includes the original layout and sketch and the painting, and the maintenance of the bulletin in good order. The copy for the painted bulletin should be brief, and the color scheme strong and striking.

QUESTIONS.

1. What is the most important for the local advertiser, and why?
2. Secure a copy of one of your local newspapers and indicate the best five positions of the advertisements it contains.
3. What is said about securing good positions?
4. Secure a copy of the rate-card from one of the local newspaper offices and figure the cheapest contract that can be made for running a four-inch advertisement every other day (not including Sundays). Include rate-card with your answer.
5. For what purpose can street cars be best used.
6. Write and lay out a street-car card for any business you may select.
7. Write and lay out a street-car card advertising a stationery store.
8. What is best regarding the use of color in street-car cards?
9. Under what circumstances would you advise the use of billboard space?
10. Write and roughly design an eight-sheet poster for any business you may select.

DECRIES SENSATIONAL ADS.

"Whirlwind" advertising campaigns were denounced as highly injurious to the investment advertising business by S. W. Strauss in an address before the Chicago Advertising Association at its noonday luncheon recently. "The best investor is distrustful of the house that advertises in a noisy, unconventional way," said Mr. Strauss. "Safety, soundness and security do not go through the streets bawling out their virtues, and the financial advertiser who makes such a noise runs counter to the fixed and prejudiced opinion of the best investors."

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

THE SIZE OF PLAYING-CARDS — A QUESTION.

To the Editor: ST. LOUIS, MO., June 29, 1912.

Will some one in the playing-card industry — perhaps one of the older men in the craft who may know — please inform me how the present ordinary dimensions of playing-cards came to be what they are? It may be known to but few that the height and width have a certain geometric proportion to one another, which may be expressed by the formula: $1 : \sqrt[2]{2}$; that is, the width is to the height as 1 is to the square root of 2 (or 1 : 1.414). What I want specially to know is whether this proportion was hit upon accidentally or whether it was applied designedly (for esthetic or for mathematical reasons). It is an ideal proportion, for which reason I want to know something of the history and its application to playing-cards. Some one "wise" to the facts might give THE INLAND PRINTER an interesting article on the subject.

N. J. WERNER.

CRITICIZES TEDDY FACEY'S METHOD OF CASTING TABLES.

To the Editor: HADDON HEIGHTS, N. J., June 18, 1912.

I have just finished reading the article by Teddy Facey, in the June INLAND PRINTER, on "Casting a Table." Inasmuch as Mr. Facey's article is written particularly for those uninitiated in the so-called mysteries of table-setting, it strikes me that he is beclouding the subject rather than clarifying it. To the average man a graphic method is much more comprehensive than a calculation. The one serious drawback to Mr. Facey's method, however, is the fact that tables never come out exactly to the number of points calculated, unless the type and rules are absolutely new. Some allowance must be made for dirty material. In proof of this, notice the bulge on the table submitted by Mr. Facey. The body of the table is wider than the head. (See p. 384, June issue.)

For absolute safety and accuracy in tablecasting, the stick-and-quad method, that Mr. Facey seems to hold so lightly, should be used. Make up a stick to the width that tables are to be set, then allot a measure to each column, putting in quads of the width determined upon and insert a rule between each column. This shows dimensions allowed for each column, and gives an opportunity to test a column if there be any doubt about getting the matter in.

Another point: Those who need advice about casting a table undoubtedly need instruction as to the best way to set it.

The majority of compositors set all tables one column at a time. This is the correct way when the columns contain words and the lines must be individually spaced, but where the columns consist of a line-up of figures, and are practically self-spacing, as in the table submitted by Mr. Facey, the figures should be set across in a stick the measure of which equals the width of all the columns. Of course, there must be a line-up of figures and of spaces, so that after matter is all set it is but the work of a few minutes to slip the column-rules into place. This method is both time and labor saving, for it is so much easier to set type in a wide measure, and stick does not have to be emptied so often.

FRANK S. HENRY.

RULING-PENS ON POINT SYSTEM.

To the Editor: JACKSONVILLE, FLA., June 8, 1912.

In reply to "Point System in Paper Ruling," in your April number, will state that I have before me a time-sheet set with printers' rule, twenty-six-point spacing. As we have several ruling machines, we find it cheaper to rule it on the machine than to set it up.

The printers' rules extend down the sheet about 14½ inches, and by measurement we find that the form is exactly sixteen points larger than we make it with twenty-six-point ruling-pens, absolutely accurately spaced.

Every modern shop now has the point system in ruling-pens, but still the ruler and printer seem to be very little closer together than they were before, owing principally to the fact that printers' material nearly always swells or rather sets up larger than measurement, while ruling-pens in the hands of a competent man are never bent.

Another point not generally known is that paper very often shrinks and expands. A sheet ruled on a rainy day will, of course, be expanded; then perhaps several weeks elapse before it is printed, and on a hot, dry day the sheet will be appreciably smaller than it was when ruled.

Still another point to be taken into consideration is the curvature of the cylinder press. A job set exactly on the ruled lines will overlap the lines at the bottom of the sheet, while a job run on a platen press will strike perfectly.

I trust that others will take this matter up, for I agree with Mr. Hosking that "cooperation of paper-rulers and of printers in this matter is highly desirable."

OSCAR PETERSON.

TURN ON THE HOSE.

He (as his wife hastens to catch a car and is putting on her gloves) — "That's it; always late! And why can't you dress in the house? I would just as soon see a woman put on her stockings as her gloves."

She — "So would any other man." — *The Coyote.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GERMANY.

THE government looks favorably upon a project to establish a national library at Leipsic.

THE general assembly of the German Book Trades Association convened this year on June 20, at Munich.

THIS year's meeting of the International Typographical Congress, to be attended by representatives of the various European unions, will open August 12, at Stuttgart.

THE oldest newspaper in Würtemberg, the *Riedlinger Zeitung*, was started two hundred years ago, and is still published by descendants of its beginner and of the same family name — Ulrich.

ON June 2 the world-language Esperanto became a quarter of a century old, it being on this day in 1887 that the Russian Doctor Zamenhof first published the results of his studies to construct a universal speech.

TWO PRINTERY superintendents were recently fined by a justice court at Leipsic because they had obliged a number of employees to work on holidays, without previously obtaining permission to do so from the proper authorities.

THE upper chamber of the Würtemberg legislature recently disposed of a petition that it favor *Antiqua* (Roman) as against *Fraktur* (German) type by proscribing its exclusive use in primary school work; also in official documents, etc., by laying the matter on the table.

JOHANNES BURGER, the celebrated engraver on copper, died recently, in Munich, in his eighty-third year. He was born May 31, 1829. Among his most noteworthy works were copies of Cornelius' "Lady Macbeth," Schraudolph's fresco painting in the cathedral at Spires of "St. Stephan's Martyrdom," Genelli's "Rape of Europa" and Raphael's "Madonna della Sedia." He executed engraved copies of a host of other paintings by ancient and modern masters.

IN the advertisement section of Storm's "*Kursbuch fürs Deutsche Reich*" ("Railway Guides for the German Empire") devoted to hotels, under the subheading of "Altenburg" (a suburb of Leipsic) it was stated that the "most comfortable hotel quarters are in Leipsic, within a half-hour's ride; see Leipsic Hotels." To this the innkeepers of Altenburg took exception before court, as damaging their business. The court then enjoined the publishers, under penalty of 100 marks per offense, from further circulation of copies containing the objectionable statement. O my! What a time an American writer of advertisements would have in Germany!

ACCORDING to statistics just published, the number of printing-offices in Germany employing other persons besides their proprietors increased to the extent of 301 during 1911, making the total number 8,021. The number of persons employed in these establishments was 167,401, an increase over 1911 of 9,141. The total sum of wages paid was 196,500,000 marks ($46,747,000), an increase over the previous year of 12,500,000 marks ($3,175,000). There was also a large increase in the number of machines employed, the number in use being, with the increase noted in parentheses: Rotaries, 1,471 (152); cylinder book presses, 18,704 (1,133); cylinder lithograph presses, 915 (20); platen presses, 9,904 (575); paper-cutters, 9,057 (546); typesetting machines, 4,086 (533).

ACCORDING to its annual report for 1911, lately issued by the German Book Trade Association, its library at Leipsic was enriched during the year by 1,268 volumes, worth 72,141 marks ($17,170), for which 2,747 marks were expended from the association's funds, the remainder being obtained by donations. Among these was a valuable collection of old bindings. To the library were also added 2,403 single sheets of printed matter, and a collection (made by and willed to the association by Counsellor Bartsch of Vienna) of about ten thousand samples of paper. It also became the possessor of a collection of about two hundred thousand view post-cards, from the estate of the noted autograph collector, Dr. Karl Geibel, of Leipsic. During the year the library was visited by 9,540 persons. Sixteen exhibitions of varied nature, but all having relation to the graphic arts, were held in the association's building at Leipsic, during the year. In addition numerous lectures were given on topics interesting the trade.

THAT the German language permits the formation of long compound words is well known, and foreigners love to make sport of this feature of the language. But the fun-making is not confined to the outsiders; the Germans themselves often become sportive over it. As an example of such humor the following is an odd and interesting example. It might be possible to ease its reading by the insertion of hyphens, yet it would be a very puzzling task for even our Mr. Horace F. Teall to tell just where and where not to put them. Aside from the awesome word-compounding, the matter of this piece of poetry will appeal to German readers by its naïve humor:

SOMMERMÄDCHENKÜSSETAUSCHELÄCHELBEICHTE.

An der Murmelrieselplauderplätscherquelle
Sass ich sehnsuchtstränentröpfeltrauerbang;
Trat herzu ein Augenblinzeljunggeselle
In verweg'nem Hüfteschwingeschlendergang;
Zog mit Schäkerehrfurchtsbittegrussverbeugung
Seinen Federbaumelriesenkrempenhut —
Gleich verspürt ich Liebeszauberkeimeneigung,
War ihm zitterjubelschauderherzensgut!

Nahm er Platz mit Spitzbubglücketückekichern,
Schlang um mich den Eisenklammermuskelarm;
Vor dem Griff, dem grausegruselsiegesichern,
Wurde mir so zappelseligsiedewarm!
Und er rief: "Mein Zuckerschnuckelputzelkindchen,
Welch' ein Schmiegeschmatzeschwelgehochgenuss!"
Gab mir auf mein Schmachteschmollerosenmündchen
Einen Schnurrbartstachelkitzelkosekuss.

Da durchfuhr mich Wonneloderflackerfeuer —
Ach, das war so überwinderwundervoll.
Küsst' ich selbst das Stachelkitzelungeheuer,
Sommersonnerauschverwirrungsrasetoll!
Schilt nicht, Hüstlelkeifewackeltrampeltante,
Wenn dein Nichtchen jetzt nicht knickeknirschekniet,
Denn der Plauderplätscherquellenunbekannte
Küsste wirklich wetterbombenexquisit!

FRANCE.

M. BERTHIER, a noted French typefounder and honorary president of the Syndical Chamber of Master Typefounders, died at Paris, May 10, aged seventy-eight.

THE compositors of Paris recently decided, by a vote of 1,134 nays to 651 ayes, not to permit their union to support the revolutionary daily, *La Bataille syndicatiste*. Because of this, the unionists of other trades call the compositors "reactionaries."

THE printing machine works of Lambert & Co., at Paris, suffered damages to the extent of nearly $200,000, by a fire on May 11. The owners of this concern — Messrs. Lambert and Biedermann — were very active members of the managerial board of the printing-machinery exposition that was held in Paris last year.

THE *Bulletin Officiel* of the French master printer says that it will henceforth use the term "*roto-calco*" as the

generic equivalent of the English term "offset." So far, the German printers have used the word "offset" as they found it, but no doubt the purists will sooner or later introduce a purely Teutonic term.

In June there was sold at Paris a prayer-book, in two volumes, formerly owned by Madame de Pompadour. The work, which is dated 1757 and contains drawings by Boucher, sold for $7,000. If the purchaser should not use his purchase more frequently than did its original owner, one may well say, speaking from religious considerations, that he threw his money away.

The dramatic capture a few months ago, by the police of Paris, through the aid of dynamite, of a gang of bandits who used automobiles in their work, will be remembered, as the moving-picture companies were also on hand to record the proceedings on their films. It now turns out that among the outlaws were several compositors, who were employed in the municipal printing-office.

From *L'Annaire de l'Imprimerie pour 1912*, just issued, the following statistics are extracted: Number of letterpress printing-offices in Paris, 618; lithographing establishments, 260; combined letterpress and litho printeries, 17; copperplate and photomechanical printers, 39; total, 934. In the French provinces and colonies there are of letterpress offices, 3,192; litho printeries, 204; combined letterpress and litho shops, 741; total, 4,137; making a grand total of 5,071 of these graphic-arts establishments, distributed in 1,220 cities and towns.

The *Bulletin de l'Institut International de Bibliographié* publishes the following statistics, giving in round numbers as it is possible to ascertain, the number of books published throughout the world since the invention of printing, in the periods of time stated:

1500 to 1536	4,500
1536 to 1600	242,000
1600 to 1700	972,000
1700 to 1736	528,000
1736 to 1800	1,108,000
1800 to 1822	420,000
1822 to 1828	142,000
1828 to 1887	3,855,000
1887 to 1898	1,374,000
1898 to 1900	308,000
1900 to 1908	1,395,000
Total, 1500 to 1908	10,389,000

Of the books, termed incunabula, produced between 1436 and 1500, of which some were printed from engraved blocks of wood and others from movable types, either of wood or metal, there are known to-day 30,742, of which 20,000 are German, 6,636 Italian, 2,049 Dutch and 1,125 French.

GREAT BRITAIN.

The London *Evening Times*, which was started about eighteen months ago, has stopped publication. About $375,000 was spent in the effort to make it a success.

Charles A. Russell, late treasurer of the Edinburgh branch of the Scottish Typographical Association, is charged with the embezzlement of £1,350 ($6,568).

Robert Pye, the last of the members who composed the first executive committee of the Provincial Typographical Association and who, in 1860, became its president, died at Sheffield, May 22, aged eighty-eight.

In a case brought before the city court of London, the plaintiff sued a printing firm for two weeks' wages because he was discharged without due notice. During the recent coal-miners' strike the firm ran out of fuel for its engine and demanded that the plaintiff propel a platen press by foot-power, which he declined to do, and for which he was immediately discharged. The court decided for the plaintiff, giving the opinion that it was foolish to run a machine by foot-power which was arranged for steam-power, and that therefore the plaintiff had the right to refuse to do so.

The London *Daily News*, which was started by Charles Dickens, January 21, 1846, and the *Morning Leader*, started May 23, 1892, were consolidated on May 13 last, and now appear as the *Daily News and Leader*.

In its June issue the *Scottish Typographical Journal* shows the union label (just adopted) of the Scottish Typographical Association, "thus far the first of its kind to be adopted by any of the printing and kindred trades of Great Britain."

The late John Anderson, a letterpress printer at Glasgow, left behind him wealth to the value of £26,219 ($125,550). Who says printing doesn't pay? No doubt Mr. Anderson paid attention to the cost of printing, and had a well-defined idea of what it should sell for.

It would appear that the rank and file was not satisfied with the way the printers' fight for a shorter work-day was conducted in the British metropolis last year, for at the last election for officers of the London Society of Compositors nearly the entire executive committee was replaced by a new set of members.

Some one hundred and forty typemakers in the employ of Miller & Richard, the old typefoundry firm at Edinburgh, recently went on a strike for higher wages, equivalent to those paid in England, 36 shillings ($8.75) per week. The Edinburgh typecasters and dressers are paid by the piece, and earn much less than this sum weekly.

DENMARK.

The tariff on playing-cards imported into Denmark has been increased thirty-three per cent above the former rate, being now 30 öre (8 cents) for small-size and 40 öre (10¾ cents) for large-size cards, plus a stamp-tax of 25 öre (7 cents).

The Danish West Indies have but three newspapers, and these are quite small in form. The *Tidende*, published in St. Thomas, and *St. Croix Avis*, published in Christiansted, St. Croix, are in the Danish language. *Lightbourne's Mail Notes*, published in St. Thomas, is an English sheet.

A parliamentary committee is considering the deficit caused by the publication of the *Statstidende*, the official news or record paper. Numerous ways of covering it are suggested, such as doing away with free copies, the acceptance of paid advertisements, better paper, higher price, etc. The leasing out of an advertisement section is also proposed.

AUSTRIA.

A monster half-tone, 100 by 126 centimeters (39⅓ by 49½ inches), the largest perhaps so far produced, was printed recently by C. Angerer & Göschl, of Vienna.

Fifty printers from Berlin and Leipsic, members of the workmen's and foremen's unions, made an excursion, in the latter part of June, to Vienna and Budapest, to visit and inspect various graphic-arts establishments in these cities, as well as to view the cities themselves.

HUNGARY.

A paper at Szatmar has been sued for libel, because the make-up unfortunately misplaced a type-line, making a marriage notice read: "Ilonka R. and Valentin B. announce their marriage. Fellow workman, Karl B." His friends joked the bridegroom so much about it that he hardly dared appear on the streets.

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

To Prevent Rollers from Melting.

(1239) We recently had inquiries regarding a means of preventing rollers from melting on high-speed flat-bed cylinders, and are pleased to announce that there is an adequate prevention of such troubles in the Melton automatic roller cooler. This apparatus is designed to prevent rollers overheating. The attachment is made by the Melton Automatic Roller Cooler Company, of Washington, D. C. Those interested will secure full particulars by dropping a card to that address.

Good Newspaper Presswork.

(1240) The excellence of the presswork on the *Daily Missoulian* calls for commendation. This paper is published at Missoula, Montana, and is printed daily, with a twenty-four page Sunday edition. The paper is run out on a twelve-page duplex flat-bed press from type and linotype slugs. The presswork is due to the skill and care of Jay Baker, pressman. The letterpress, as well as the line and half-tone plates, is sharply printed. The color is uniform and just right. The efforts of Jay Baker should be emulated by all newspaper pressmen.

Motors to Drive Presses.

(1248) "(1) How many horse-power will we require in an electric motor to run a six-column cylinder press (Country Campbell) at a speed of 1,000 an hour, and a half-medium Gordon at a speed of 1,200 or 1,500 an hour, both running at same time? (2) Will an eighth horse-power electric motor be sufficient to run an eighth medium Gordon, speed 1,500 to 2,000 an hour? (3) The electric motor people with whom we are figuring inform us that as we decrease the speed of our motor we will decrease its power in the same ratio. If that be the case, and we decrease the speed of our small press one-half, or down to 1,000 an hour, thus also reducing motor to one-sixteenth horse-power, will we have enough power to run press?"

Answer.— In the matter of press-driving by motors, the requirements are now well known by all electrical engineers, so the advice given by the motor concern is substantially correct. A three-horse-power motor should be used for the cylinder and the Gordon press. This will furnish excess power, which is a factor of safety. A one-eighth medium Gordon can be operated to advantage with a one-quarter horse-power motor.

Wrinkling of Printed Sheets.

(1249) Submits a tailor's order blank printed with a gripper bite of only twelve points. A twelve-point solid rule encloses the entire form and on the back edge of the sheet white lines appear in the rule owing to the wrinkling of the sheet. The printer writes: "In running the enclosed sheet you will note that it buckles in the lower left-hand corner. We are running this sheet, which is just twice as large as the enclosed sample, on a pony cylinder press. We suppose the reason is that air gets under the sheet and has to have an outlet, but what we would like to know is, is there any way to prevent this buckling? If so, an answer will certainly be appreciated."

Answer.— The wrinkle is not caused by air under the sheet. It is quite likely due to the sheet being curved upward from the tympan between the two grippers that are adjacent to the guide at this point. The guide-rests should be lowered so as to reduce the curve between the grippers, and by loosening the outside gripper and setting it so as to press the sheet very lightly it will allow the buckled sheet to work out smooth at the front end, and then there will be no wrinkle. Placing the guides closer to the ends, so there is no gripper on the outside, will overcome the trouble. But this often causes a greater trouble — that of the corners turning up as the sheets are taken. The wrinkling of sheets on rule enclosed forms one of the most distressing troubles a pressman has to contend with, and as individual cases differ a set remedy can not be given.

Printing on Decorated Tin Plate.

(1246) Submits a piece of tin plate with a gold-bronzed surface. This is printed with two lines of type in black ink. The printing is legible, but not sharp. The printer writes as follows: "May I ask your great force of printers what would be the proper way to go at printing the enclosed piece of tin, covered with a coat of bronze? We have not had any such work before and it does not pan out very satisfactory, as you may see on this piece. Have run this with a heavy bond ink and very little impression, but the results are somewhat slurry. I used all new type here, too."

Answer.— The work may be readily executed with a special plate made of hard rubber; with this plate, ordinary rollers and a good black ink. Rubber type may also be used to advantage. We can supply printers with particulars regarding makers of the special rubber plates, also dealers' addresses who handle rubber type.

Does a Rubber Blanket Harm Type?

(1242) A western printer submits the following question: "I am enclosing a sample of the packing on the cylinder press I am using and would like your criticism of the same. You will see it consists of ten sheets of news next to the cylinder, then three sheets of eighty-pound manila, a sheet of pressboard, a Gane blanket, and a tympan sheet. The results I am getting are not satisfactory to me. (1) Would it be better to have the pressboard next to the cylinder and the rest of the packing above it? (2) I am also enclosing a piece of 'oil proof face' rubber blanket, which is a new creation, and would like your opinion on it. Do you think it would be hard on the type?"

Answer.— The use of soft tympans is intended to obviate the necessity of make-ready, or to reduce the time of getting a form ready to run. On country newspapers,

where type of various ages and conditions is used, the need of a woolen or rubber blanket is readily seen. In your case we are unable to tell whether a hard or soft tympan is desirable, owing to inadequate information regarding the class of work turned out. (1) Will say, however, that better results may be obtained by placing the pressboard next to the cylinder and covering this with the manila. Then put on the Gane blanket and cover it with a piece of drilling, and draw tight. The print-paper and a well-oiled manila draw-sheet should be the finishing material. Just add sufficient print to bring its surface even with the bearers. Lay a column-rule across the tympan and allow one end to extend over the bearers. When they are exactly even you have just the correct amount of packing. The addition of the draw-sheet, while visibly it overpacks the cylinder one sheet, is in reality compensated for by the yielding in the soft materials used. (2) The "oil proof face" rubber blanket no doubt will meet the demands made upon it. Not having seen it in use, we can not give an estimate of its value. Soft tympans combined with long runs are very harmful to type-faces.

Printing Form Letters on Platen Presses.

(1243) "As we are subscribers to your INLAND PRINTER, we beg to ask your advice as to the best method to use in working imitation typewriter jobs, with instructions as to how to use the cloth to be laid over the form. Also please advise us as to where we can secure Burbank's embossing composition. Can imitation typewriter work be done successfully on a job press?

Answer.— Regarding the reproduction of form letters, we will say that imitation typewriter work can be done successfully on platen presses, but it can be done much more expeditiously on cylinder or rotary machines. On platen presses the best way to reproduce such letters is with an attachment for the press. With this attachment the rollers are removed and a movable cloth is attached so that it shifts after each impression is taken. For particulars regarding apparatus of this kind, write the Miller-Bryant-Pierce Company, Aurora, Illinois, or the H. M. Van Hoesen Company, 732 Sherman street, Chicago. If you desire to do this class of work without the aid of an apparatus, you may try two different ways, each of which will give good results: (1) Attach a piece of silk bolting cloth over the type-form and secure it firmly so that it will not be detached by the rollers. By using a suitable ink and having proper elasticity in the tympan, you will obtain pleasing results. The rollers should be fairly hard and the tympan of medium resiliency. (2) Attach a piece of bolting cloth to the grippers by having a hem on each end. Make the form ready first, and when ready to print attach the fabric to the grippers. Usually more impression is required after the cloth is attached. We believe this is the better method of the two. You may secure Burbank's embossing compound from the American Type Founders Company or any dealer in printers' supplies.

Imitating Photogravure Prints.

(1244) Submits a number of lithos and photogravures in monotone, principally in browns, and desires to know how to imitate these prints with half-tone plates on a typographic press. It is doubtful whether some of the subjects could be adequately reproduced in the identical process except by the most skilful artists, as these specimens are German products. The aim of the pressman is a laudable one, but we believe the quest is hopeless. The best he may hope to secure will be a poor copy of the original; in fact, it will be a base imitation that will deceive no one familiar with lithos or photogravures. The nearest you can approach the appearance of these prints is by the duo plates. These half-tones are made of different screen angles, so that if the register should be a trifle out it will not be specially noted. To secure uniform results, first make the trials necessary with the dark-colored ink. Have the plate fully made ready, and keep a record of the ink formula for duplication. Allow proofs to stand four or five hours, or at least until they are almost dry. In pulling the tint-proofs run the plate flat without any make-ready further than to bring up everything uniformly. Make the necessary experiments as to the density of the tints or compound used for that purpose. If you desire the ink to print without luster, the addition of turpentine will overcome this tendency, and the ink will come out with a flat or dead finish. In photogravure work the tint or soft undertone is the same ink as the



Hunters' Joys.

Photograph by R. R. Sallows, Goderich, Canada.

darkest color, only very much attenuated. If you desire to make a harmonious tint for any dark color, run the plate with that color very weak. A thin varnish and turpentine touched up with the ink will give a desirable tint. We would, however, recommend a transparent neutral body as a tint base rather than one that carries magnesia or white lead. Try body gum and tint it with your solid color. Run it last, as described before. Work of this kind requires infinite patience as well as persistence.

Rubber Solution in Making Ready.

(1245) "Some years ago the writer remembers an article in THE INLAND PRINTER which treated on the use of a solution of rubber or collodion designed to be applied to the tympan of a press and serve as make-ready by increasing the thickness of the tympan at the points where it was applied. On two of our rotary presses the circumference of

the impression cylinder is so small that there is not room sufficient to permit of the use of a rubber blanket and muslin tympan. On these presses we are using a packing of white print consisting of six or seven sheets and a drawsheet of prepared tympan paper. If something of this kind is manufactured it would unquestionably save a great deal of make-ready time. The work should be equivalent to that of a well-printed newspaper, and it has occurred to the writer, in studying the conditions, that something might be on the market which would serve our purpose. If you know of anything of this kind will you kindly give me the address of the manufacturer, or, if you have the formula, let us have it?"



"Dis is a hell of a business!"

The Apprentice Confides to the Pressman.

Answer.— We are skeptical as to the value of such a solution for use in making ready or when used to form a resilient medium in a tympan. In spotting up, shellac has been used instead of tissue patches, but we believe these methods were more or less experimental and have been abandoned for the spot-up sheet. We have before us a chalk overlay used on an advertising page of a magazine. This was used on a rotary press, and over three hundred thousand impressions were printed from it. We rather believe that for cheap work on a rotary press, where the avoidance of make-ready is desired, the cylinder packing should be fashioned after the manner of that of a newspaper press, and modified to suit the nature of the work. For this purpose a thin piece of rubber may be attached and covered by drilling and packed up with tough manila to bearer height. Suitable rubber may be secured from dealers in rubber sundries.

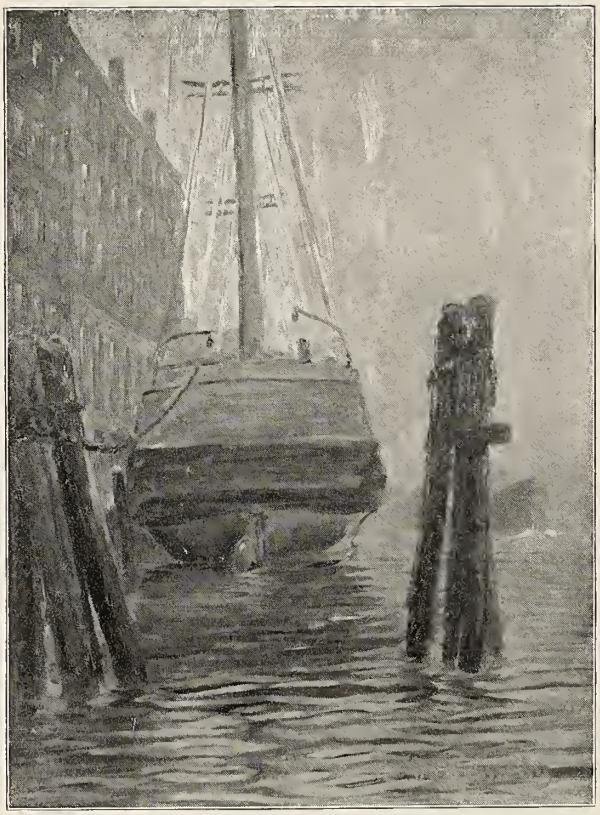
Rollers Wearing on Ends.

(1247) "What causes the table distributors on a —— cylinder press to crack and peel? This occurs when an ink stiffer than news is used and especially with colored inks; then I have specks of composition all over the plate. The rollers are set to touch the plate lightly. These rollers are made by a reliable house, so I do not feel that they are at fault. As I am about to put in a new set of rollers shortly, I desire your advice toward overcoming the trouble."

Answer.— The cause of the wear on angle rollers on the press referred to is due to striking of the edge of the plate on the roller that may yet be revolving. This action causes cracks to appear in the surface in a short time. If the rollers are used before proper seasoning they are quickly rendered useless. About the first presses to have a preventive attachment were the Miehles, made by the S. K. White Company. This attachment consisted of a piece of leather belting attached to a bracket on the side of the plate. This piece of belting, which is kept taut by an adjusting screw, strikes a collar on the roller stock and starts it rotating before the edge of the plate has contact with it. As the edge of the plate does not strike the roller except when it is revolving at its normal speed, there is no wear. On presses that are not operating gear-connected distributors, the next best thing to prevent wear on angle rollers is to place a piece of leather belting in each roller socket as a bearing for the ends of the rollers. This leather will act as a brake, and when the plate has left the rollers they will not continue to revolve, and be struck and turned the opposite way by the edge of the plate. When cutting the leather pieces there is usually an extending lug left on each end of the strip, so that the roller will not work it out of the socket. It is obvious that the sockets will have to be set lower than normal when these strips are used. Occasionally are found pressmen who will wash the ends of the rollers with formalin or an alum solution to harden the surface of the rollers. Remedies such as this, however, are makeshifts only and are not recommended.

Long Run from Electrotype.

(1241) Henry Drouet, of the Regina Company, New York, writes as follows: "I noticed in a recent number of THE INLAND PRINTER a discussion as to the number of impressions possible on an electrotype. It will be of interest to you to know that the Metropolitan Life Insurance Company recently finished a run of one million three hundred thousand impressions from one electrotype on a 'New Era' press. This is remarkable when it is considered that the press prints from five thousand to six thousand impressions an hour."



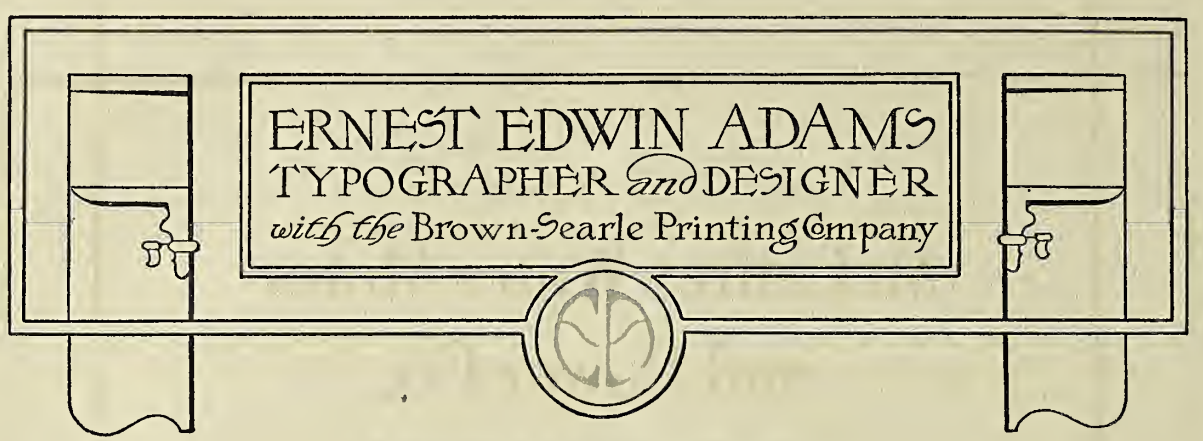
ON THE CHICAGO RIVER.

Drawn by S. J. Kennedy, Palette and Chisel Club.

McCaffrey Water Motor and Power Co.



Title-page by John McCormick, Schenectady, New York.



Hand-lettering by E. E. Adams, Toronto, Ontario.

PART I

1 Good Morning Song and Prayer

2 Songs
The Whole School

3 The Daffodil Bulbs
Mary Kellogg, Ruth Pratt
Roger Stone, Margaret Connolly

4 Song. The Lorelei
Primary Class

5 Songs
Mary Kellogg, Alison Stone
Garafelia Soren

6 The Little Brown Bulbs
Kindergarten Class and Emily Brown.

7 Song. Wiegenlied
Anne Brown, Emeline Crannell
Clara Stone, Ruth Yelverton

8 A Morning Visit
Girls in the Kindergarten Class

9 March
The Whole School

PART II

AUNT MARIA'S VISIT

A Play
in two acts

CAST

Aunt Maria	Sylvia Clark
Mrs. John Brown	Emeline Crannell
Mr. John Brown	Parker Soren
Lucy Brown	Jane Oudin
Mrs. William Carter	Carolyn Callanan
Marjorie Carter	Emily Brown
Mrs. James Brown	Anne Brown
Jimmy Brown	Frances Pratt
Mary, the waitress	Ruth Yelverton
Sarah, the housemaid	Clara Stone
Dr. Smith	Andrew Kellogg
Tom, a baggageman	Herman Crannell
George, another one	France Conover

ACT I
Breakfast Room of the John Browns

ACT II
Living Room. Afternoon of same day

Time: 1935

Program pages by John McCormick, Schenectady, New York.

Centaur Cutting Machines

The Centaur
Cutting Machine Co
Chicago·New York·Omaha

Title-page by E. E. Adams, Toronto, Ontario.

ORGAN RECITAL

GIVEN BY

PROFESSOR A. K. PARKHURST

ORGANIST AND CHOIRMASTER OF SECOND BAPTIST SCIENTIST CHURCH OF CHATTANOOGA, TENNESSEE

ASSISTED BY

MISS ELIZABETH HARRINGTON

MR. ERNEST DORWIN

AND BY DOUBLE QUARTET



SATURDAY EVENING, MAY TWELVE

AT NINE O'CLOCK

PROGRAMME

I

Overture to the "Occasional Oratorio"
Andante, Allegro, Adagio, March — *Handel*

II

Sonata in C minor, No. 3, Op. 49 — *Guilmant*

III

"The Day is Ended" — *Bartlett*
Vocal Solo, MISS TRUX
Violin Obligato by ERNEST DORWIN

IV

a. Cantabile — *Demarest*
b. Pastorale — *Lemare*
c. Humoresque — *Dvorak*

V

Poet and Peasant — *Fr. von Suppe*
Violin Solo, ERNEST DORWIN

VI

Prelude and Fugue in C minor — *Bach*

VII

On the Coast — *Dudley Buck*
(A Tone Picture)

"Dash high, roaring surf,
On the rock-bound coast of the Northland;
Shout in thy glee, foaming wave,
Borne in on the clasp of the Northwind.
Thunder in echoing tones.
Through the caves of the guardian sea cliffs;
But when thou dost lull thee to rest.
O list to the Angelus blest.
And the chant which floats over the deep."

VIII

"Awake, Put on Thy Strength"
Double Quartette — *E. C. Lorenz*

IX

Largo from the "New World Symphony" — *Dvorak*

X

Hallelujah Chorus (Messiah) — *Handel*

Suggestion for a program arrangement.



HYMN 1

HOLY, holy, holy, Lord God Almighty!
Early in the morning our song shall rise to Thee;
Holy, holy, holy, merciful and mighty,
God in Three Persons, blessed Trinity!

Holy, holy, holy! all the saints adore Thee
Casting down their golden crowns around the glassy sea;
Cherubim and seraphim falling down before Thee,
Which wert, and art, and evermore shalt be.

Holy, holy, holy! though the darkness hide Thee,
Though the eye of sinful man Thy glory may not see;
Only Thou art holy; there is none beside Thee
Perfect in power, in love, and purity.

Holy, holy, holy, Lord God Almighty!
All Thy works shall praise Thy name in earth and sky and sea;
Holy, holy, holy, merciful and mighty,
God in Three Persons, blessed Trinity! Amen.

Suggestion for program page.

ORNAMENTAL TREES



The entire world is searched for novelties for our catalogue, and only the very best specimens are selected. Each year, at our trial grounds at Newton, we test our novelties and samples of all the stock for merit and trueness. We have thoroughly revised our catalogue of ornamental trees, omitting all that does not come within our standard, and adding to it those of highest and best quality. We have a large variety of fine specimens such as are but rarely seen. Our nursery is at Willow Springs, near Emerson. Where personal selection of any stock is made by customers, we charge according to the quality.

WILLIAM HARRISON

HORTICULTURIST

345 OHIO STREET SACRAMENTO

¶ Orders are promptly filled to the best of our knowledge. Easy terms.

We do not guarantee in any way, expressed or implied, the contents or the description, quality, productiveness or any other matter of any goods sold by us, and we will not be responsible in any way for the results. If the purchaser does not accept these goods on the above terms, no sale is made, and he must immediately return them, and money will be always cheerfully refunded.

An advertisement suggestion.

LANTON LAND & INVESTMENT CO.

HIGH-GRADE FARM LANDS & SUBSTANTIAL INVESTMENTS

T. D. LANTON, President — H. L. HARRISON, Treasurer

HERE ARE SOME OF THE ADVANTAGES WE OFFER THE INVESTORS AND BUYERS OF LANTON LANDS
Lands doubling in value and stock in Plantations, Sugar Mills, Cotton Gins, Ice Plants, Etc., pay from 50 per cent up.
Our First Mortgages pay from 8 per cent to 10 per cent.
One crop often pays for the land. Invest your money in our Irrigated Lands or Securities.
Bees, Chickens, Turkeys and Incubators work all the year, and Milch Cows run on pasture every day.
There's only one best land in all California—the Irrigated tract of the California Valley.
Corn gives two crops per year, 40 to 100 bushels to each crop; 85 cents to $1.00 per bushel.
Cotton is picked from June to November; averages one and one-fourth bales per acre; cotton gins and oil mills.
Alfalfa is grown all year; 10 tons per year; $26 per ton.
Every month is a planting time and every month a harvest.

¶ *It would take us hours to tell you all about this paradise, where our crops are guaranteed by Irrigation, where they grow in season and are sold out of season. Our office is in the Sherman Building, Reno, Cal.*

A cover-page suggestion.

Scranton Sunday-School Association

THIS IS OUR MOTTO "All the Church in the Sunday-school — All the Sunday-school in the Church."

THE FIRST ANNUAL CONVENTION

OF ABOVE ASSOCIATION WILL BE HELD IN THE

THIRD METHODIST EPISCOPAL CHURCH

ON WEDNESDAY AND THURSDAY
SEPTEMBER THE 8TH AND 9TH, 1914

No Sunday-school worker can afford to miss hearing REV. E. W. HARRISON, B. D., General Secretary of the Ontario Sunday-school Association, *and* H. E. CONWAY, K. C., of Toronto, "The man who made the Bible-class Famous."

OFFICERS

REV. A. COOKE, President
ALD. D. M. WRIGHT, Vice-President
ALD. D. M. COUGHLIN, Treasurer
J. W. DARROW, Secretary

"The Sunday-school holds the key-position in Christianity's Campaign."— Dr. Baer

A program cover-page.

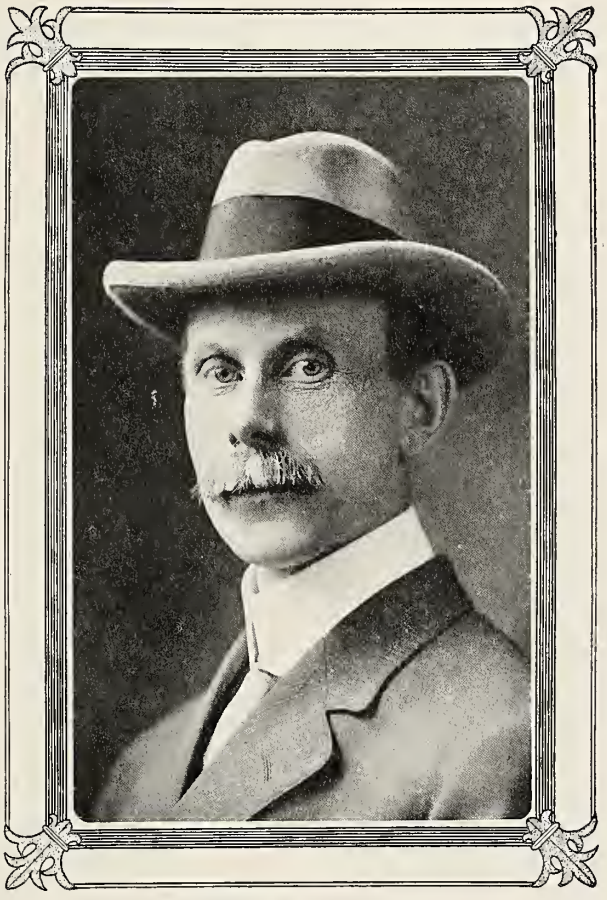
Job Composition

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

John McCormick.

To those who have followed the typographical departments in THE INLAND PRINTER during the past few years the name and works of John McCormick are not unfamiliar. Commencing with the days when Ed. S. Ralph conducted this department and continuing to the present time, Mr. McCormick has contributed to these columns.



JOHN MC CORMICK.

Twenty-five years ago, in the office of the St. Lawrence *Plaindealer*, at Canton, New York, John McCormick began his apprenticeship. His duties were along the lines followed by many other apprentices of those days—he was a roustabout both in the shop and at the home of the proprietor. At the end of the second week of his apprenticeship, the foreman, who from all accounts was not the most congenial person in the State of New York, "put one over" on young McCormick, and came very near ending his career as a printer. The proprietor had received, in payment for subscriptions, a load of hardwood, which was placed in the basement. The boy was set to work splitting up this wood and carying it to the second floor. When he had carried up enough to run the engine and two stores for a month or so he was discharged, the foreman saying that "he had sized him up, and that he didn't have the makings of a printer in him, anyway."

But John would not stay "fired." He was determined to be a printer. So he put the case up to his father, and his father in turn put the case up to the foreman in such a manner that the boy was reinstated, although under protest.

With all his harshness, however, the foreman was a good printer, and he thoroughly instilled into young McCormick the fundamentals of the trade.

After leaving the *Plaindealer*, McCormick became foreman of the *News*, at Norwood, New York. During the several years that he remained in this position he acquired much valuable information about estimating paper-stock and the running of a country newspaper.

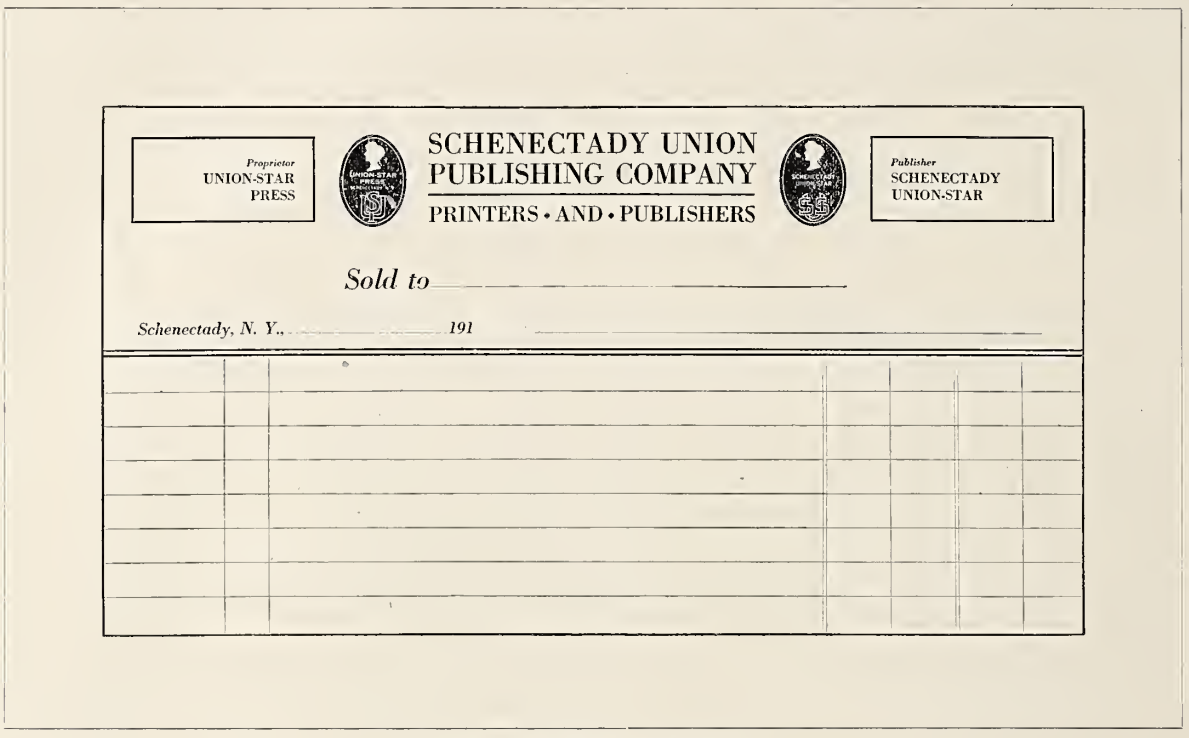
Being desirous of becoming more proficient in job composition, he went to Philadelphia and entered the employ of the Times Printing House. This was in the rule-twisting period, and some of the leading artists in that line were to be found in this plant.

On his way back to Philadelphia from a vacation spent at his old home at Canton, New York, he stopped over at Troy and took a position with Henry Stowell & Sons. He says: "Here I got my first real start on the better class of job composition through Ed. S. Ralph's department in THE INLAND PRINTER. I sent in some samples of my work which he commented on favorably. This encouraged me to continue contributing to this department, with the result that my work was greatly improved, and I was put on the right track. In my opinion, Mr. Ralph has done more than any other man in this country to bring job composition up to its present-day standard."

Then the "big-city fever" struck him and he went to New York city, where he spent two years in handling the better class of job printing and advertising. Returning to Troy, he accepted a position as foreman for his old employers, Henry Stowell & Sons. Here he won his first prize in a typographical contest. He also continued his contributions to the trade-papers, with the result that he was sent for by John H. Eggers, of the Winthrop Press, of New York city, and engaged as layout man. This was about ten years ago, the Winthrop Press being among the first offices to undertake the laying out of work in the office before it went to the composing-room. Of this plan Mr. McCormick says:

"The experiment was very successful, both as a time-saver and a convenience to the customer, as it gave the latter a fairly good idea of how the job would look before it was put into type. In my opinion, there is just as much reason for attempting to build a house without the aid of an architect's plan as there is for sending a job of intricate composition into the composing-room without a dummy."

Three years ago Mr. McCormick returned to Troy as manager for the Allen Book & Printing Company. While



An attractive bill-head arrangement.



Office of the Schenectady Union Publishing Company.

engaged with this concern he won the first prize in an estimating contest.

Last spring he became manager of the job-printing department of the *Union Star*, of Schenectady, where he



Pleasing typography.

is in control of an up-to-date plant with facilities for producing a large amount of high-grade work.

As the examples of his work reproduced herewith and in the typographical insert will indicate, Mr. McCormick is a firm believer in simplicity in arrangement and in plain roman type-faces of standard design. Fancy letter designs and excess of decoration find no favor with him.

Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

THE Kiesling Company, New York.— The blotter is very attractive, and appropriate to the occasion.

IN a package of high-class printing from the Franklin Press, Detroit, Michigan, a catalogue for the King Motor Car Company stands out most



A handsome catalogue cover from the Franklin Press, Detroit.

prominently. The cover, a reproduction of which we show herewith, is printed and embossed in white, maroon, gold and gray, on gray stock, and is unusually handsome.

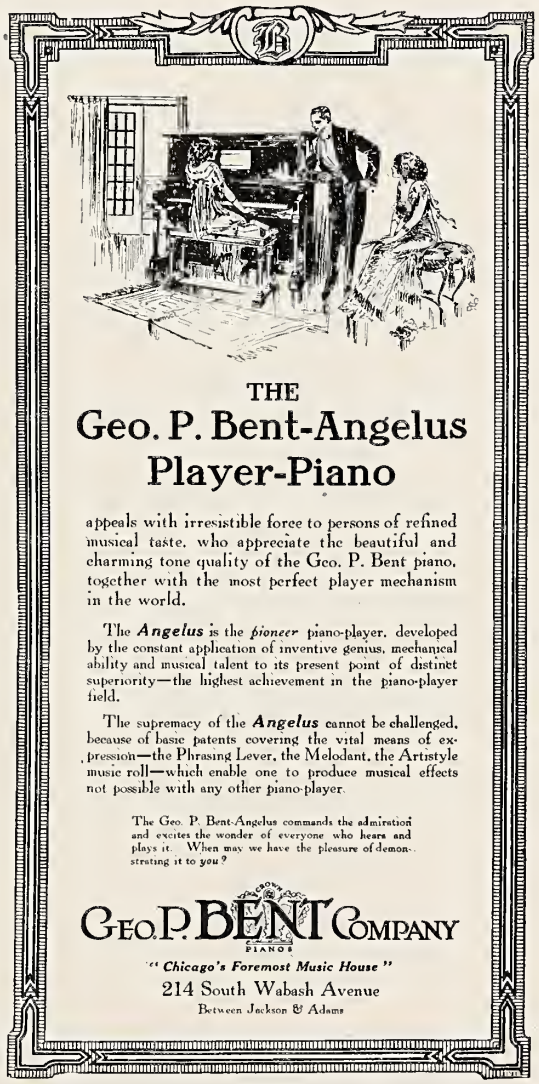
O. R. THOMPSON, Owosso, Michigan.— The announcement is very pleasingly gotten up, and calls for no criticism whatever.

ALVIN ERNEST MOWRY, Franklin, Pennsylvania.— The specimens are very satsifactorily gotten up and offer no opportunity for criticism.

H. C. MILLER, Stratford, Ontario.— On some of the specimens, especially the letter-head for the poultry farm, we note a tendency toward the use of too much decoration in the shape of rule and border work. One of the most important considerations in the arrangement of printed matter should be simplicity of design.

A CARD by The Bazner Press, Chicago, announcing early closing on Saturday, is tastefully designed in three colors on cream-colored stock.

W. C. O'BRIEN, Brooklyn, New York.— The invitation is very nicely gotten up, and your handling of the groups of capital letters has been well done.



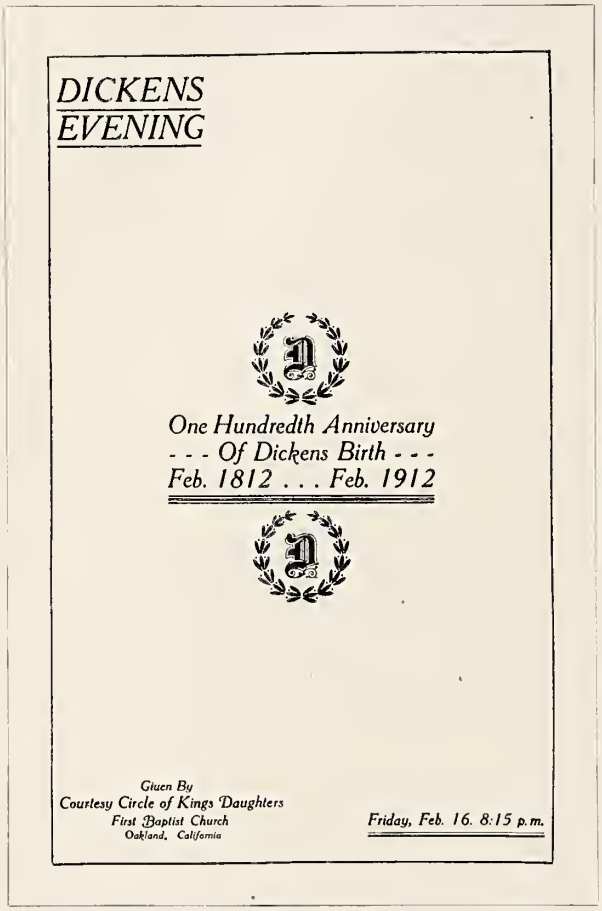
Pleasing advertising typography by S. Willens & Co., Chicago.

A FOLDER issued by the Thompson Press, Owosso, Michigan, about July 4, is appropriately printed in the national colors and is very pleasing in design.

H. J. Bridgwater, Springfield, Vermont.— Both of the advertisements are well arranged, and the placing of the various panels has been pleasingly handled.

Oakes Printing & Binding Company, Independence, Kansas.— The circular is original and clever in arrangement, and should attract considerable favorable attention.

Harve H. Holden, La Grange, Indiana.— Too much space between the words in the feature line of the letter-head rather spoils an otherwise attractive piece of work.



There are too many groups of type on this page, the ornaments are too obtrusive, and the page is not well balanced.

Commercial printing from the Doerty Printery, Findlay, Ohio, shows a painstaking care in regard to details of mechanical perfection as well as a clever originality in design.

W. Arthur Cole, Philadelphia, Pennsylvania.— The little folder is an exceptionally artistic bit of design, and we congratulate you upon the excellent effect which you have secured.

A. J. Peppard, St. Joseph, Missouri.— Both of the folders show excellent taste in design and in the selection of colors. We have no criticism to offer concerning either of them.

Challinor-Dunker Company, Pittsburgh, Pennsylvania.— The booklet, "Some Nites," is cleverly gotten up and should attract considerable attention. It is quite unusual in treatment.

A package of commercial specimens from The Ruskin Press, New Orleans, shows a discriminating taste in typography and the selection of color combinations. The work is excellent.

Oscar T. Vinson, of Frederick, Oklahoma, sends in a package of high-class commercial work in which simple designs and a careful selection of type and decoration are noticeable.

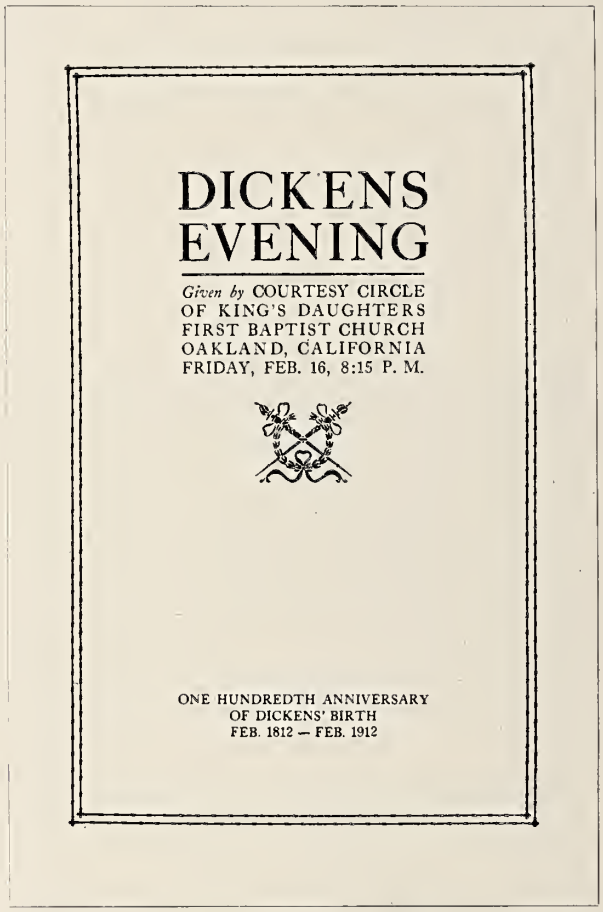
The King Printing Company, of Bristol, Tennessee, sends a copy of an artistic booklet gotten out to give publicity to that city. It is excellently illustrated and well printed throughout.

C. E. Syler, Vandalia, Missouri.— Every one of the specimens has been given the best of attention in arrangement, and you are to be congratulated upon the excellence of the work as a whole.

Robert A. Bauch, Kansas City, Kansas.— With the exception of the fact that there are rather too many rules on one or two of the specimens, the work is well handled throughout. The designs are good, and the selections of color are most satisfactory.

A package of commercial designs from N. P. Eby, Fresno, California, contains most excellent work. The specimens are simple in arrangement, with well-selected type and appropriate stock.

W. Dickson, Uvalde, Texas.— While the specimens are all commendable, the booklet cover is an unusually striking design and is well handled. The tint-block made from patent-leather adds much to the general effectiveness.



A more simple arrangement, with less prominence given to the decoration and more attention given to the balance.

From Edith Sampson, writer of advertising, Denver, Colorado, we have received an attractive folder, nicely printed in black and red on brown stock. The text, typography and colors are all attractive.

E. S. Barbee, Steubenville, Ohio.— The Japanese effect which you have secured in the year-book is very attractive and thoroughly in keeping with the subject. The other specimens are also good.

From Frank C. Peck, of the Letterhead Press, New York, has come a package of interesting commercial specimens, all bearing the marks of a careful handling in typographical design, and a discriminating selection in stock and colors.

H. C. Miller, Stratford, Ontario.— With the exception of a tendency toward the use of too much underscoring, the specimens are excellent and show a careful attention to the details which go to make up pleasing typographical display.

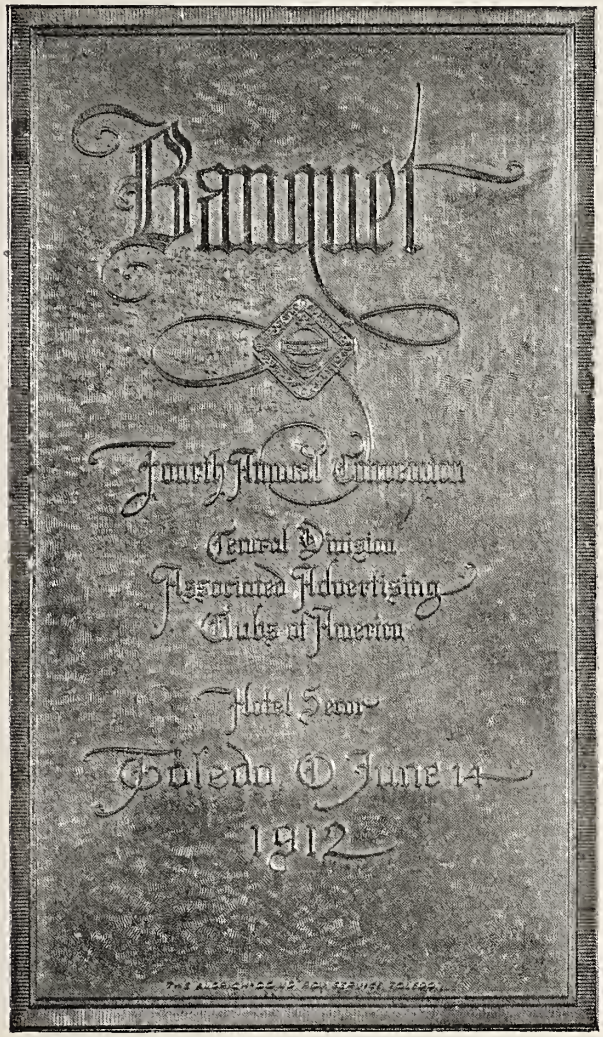
The anniversary number of the *Craftsman*, the magazine devoted to the interests of the employees of the Jersey City Printing Company, is gotten up in an attractive manner and contains much snappy and interesting reading-matter.

Forest J. Chamberlain, Tipton, Iowa.— All of the work is excellent, and we would especially congratulate you upon the manner in which you have secured harmonious designs by the use of few typefaces in each piece of work.

Elite Printing Company, San Diego, California.— The booklet, entitled "Better Printing," is not only attractively gotten up as regards appearance, but the text is interesting and convincing. It is an especially successful piece of work.

H. H. DUNHAM, Vidalia, Georgia.— The blotters are well arranged, but the color combinations are not uniformly good. Red, especially when it is of a slightly violet cast, does not contrast as pleasingly with blue as do either orange or brown.

A PROGRAM and menu design by the Aldrich-Dowd Advertising Service, of Toledo, for the banquet of the Central Division of the Associated Advertising Clubs of America, is one of the most clever conceptions that we have seen in some time. The cover consists of an



A unique menu cover by the Aldrich-Dowd Advertising Service, Toledo, Ohio. The original is an electrotype shell, tipped on the cover-stock.

electrotype shell bent over a card and tipped on, and is not only unique but very pleasing. We show herewith a reproduction of the design.

ERNEST E. ADAMS, Toronto, Ontario.— The specimens are all up to your usual high standard. Personally, we would prefer to see a less decorative letter on the leaflet entitled "Some Puzzlers," although this is a matter of taste rather than a criticism.

THE latest issue of *Imprint*, the house organ of the Woodruff Bank Note Company, of Lincoln, Nebraska, is unusually striking. The cover is printed in orange and gold, on dark-blue stock, and would attract attention in any group of advertising literature.

A SOUVENIR book recently sent out by The Eagle Press, Wichita, Kansas, is nicely gotten up in colors, and contains numerous half-tone illustrations of the various departments, together with portraits of a number of those connected with the establishment.

NEAT and tasty typographical designs, together with carefully selected stock and color combinations, characterize the product of the Corvallis Printing House, Corvallis, Oregon. The manner in which the work is gotten up leaves no opportunity for criticism.

THE menu and program of the twelfth annual banquet of the Des Moines Typothetæ is an elaborate piece of printing and is exceptionally well handled. Bound in leather, and with the half-tones of the various speakers tipped on the pages, the effect is very pleasing.

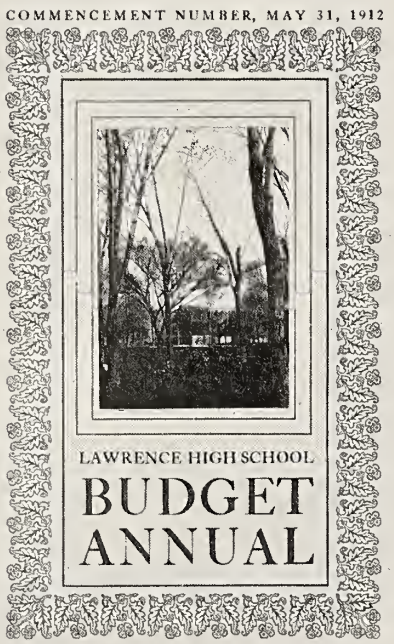
J. L. FRAZIER, Lawrence, Kansas.— The booklet of specimens of printing is very attractively gotten up and contains excellent designs. It calls for no criticism whatever.

H. W. HAWLEY, Pasadena, California.— The program is well handled for this class of work. The fact that you have confined each page of advertisements to few type-faces adds much to the general appearance. The cover is rather overdone as regards large decorative spots.

H. M. HARE, Easton, Pennsylvania.— If you had used dark blue in combination with the gold the effect would have been more satisfactory. Aside from the question of color, the job is very good, neither typography nor presswork being of such nature as to call for criticism.

ALVIN ERNEST MOWREY, Franklin, Pennsylvania.— The four-page folder is very pleasingly arranged, and we have no criticism to offer. We would, however, prefer to see initial letters of the character used in this piece of work lined up with the first line of text which follows them.

J. L. FRAZIER, Lawrence, Kansas.— The specimens are all excellent, and we would congratulate you upon the pleasing effects which you have secured, both in design and color. The cover for the high-school annual is especially attractive, and we show herewith a reproduction of it.



A handsome page by J. L. Frazier, Lawrence, Kansas.

PERHAPS the most elaborate school year-book that has reached this department is one printed by the McQuiddy Printing Company, Nashville, Tennessee, for the senior class of Ward Seminary. It is handsomely gotten up, both as to typography and presswork, and is attractively bound in leather and stamped in gold.

WILLIAM N. STEELE, Tuskegee, Alabama.— We would call your attention to two points in connection with the souvenir program. The text-letter on the cover should not be so widely spaced between words, and the brown on the inner pages should be a trifle lighter in order that it may contrast more pleasingly with the black. Otherwise the job is excellent.

AUGUST E. WILSON, Brattleboro, Vermont.— Of the three letter-heads for the Vermont Marl Company we like best the one which you have marked No. 2, although we think that even this heading would be

improved if you were to use smaller sizes of type for the group of lines at the top. In setting letter-heads which are to be read at comparatively close range, one should avoid the use of large type-faces, as they are apt to be offensive in their boldness.

From Arthur G. Hallett, East Liverpool, Ohio, has come a package of attractive commercial specimens. Among the most unusual and interesting of the arrangements is a booklet cover, a reproduction of which we show herewith. It is very pleasing, although the use of


Program

Vieni che poi sereno . . . *Gluck*
Vergiss mein nicht . . . *Bach*
Fruehlingsnacht . . . . *Schumann*
Du bist die Ruh . . . . *Schubert*
Meine Liebe ist gruen . . *Brahms*

Cycle

Fair Jessie . . . . . *Von Fielitz*

A youth passed by the garden gate
I stand and wait
Hark! Yonder—
The merry dance is o er
The moonbeams silver
I stand and linger
The night is dark

American Songs

Yesterday and Today . . *Spross*
Charity . . . . . *MacDermid*
A Madrigal . . . . . *Harris*

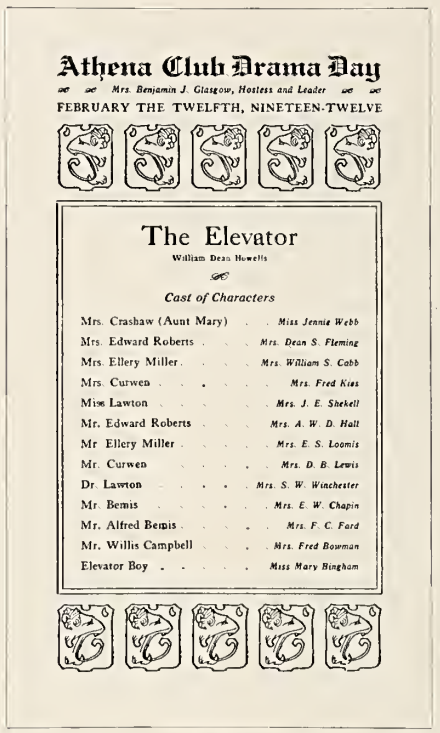
Aria

O don fatale (Don Carlos) . *Verdi*

Miss Harriette Hunt at the Piano

Nora Crane Hunt
Contralto

February 8th, 1912


Athena Club Drama Day

Mrs. Benjamin J. Glasgow, Hostess and Leader

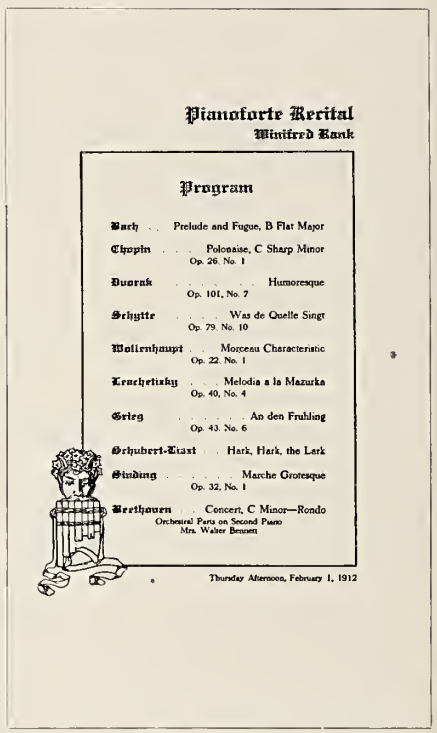
FEBRUARY THE TWELFTH, NINETEEN-TWELVE

The Elevator

William Dean Howells

Cast of Characters

Mrs. Crashaw (Aunt Mary) . . *Miss Jennie Webb*
Mrs. Edward Roberts . . . *Mrs. Dean S. Fleming*
Mrs. Ellery Miller . . . . *Mrs. William S. Cobb*
Mrs. Curwen . . . . . *Mrs. Fred Kies*
Miss Lawton . . . . . *Mrs. J. E. Shekell*
Mr. Edward Roberts . . . *Mrs. A. W. D. Hall*
Mr Ellery Miller . . . . *Mrs. E. S. Loomis*
Mr. Curwen . . . . . *Mrs. D. B. Lewis*
Dr. Lawton . . . . . *Mrs. S. W. Winchester*
Mr. Bemis . . . . . *Mrs. E. W. Chapin*
Mr. Alfred Bemis . . . . *Mrs. F. C. Ford*
Mr. Willis Campbell . . . *Mrs. Fred Bowman*
Elevator Boy . . . . . *Miss Mary Bingham*


Pianoforte Recital

Winifred Bank

Program

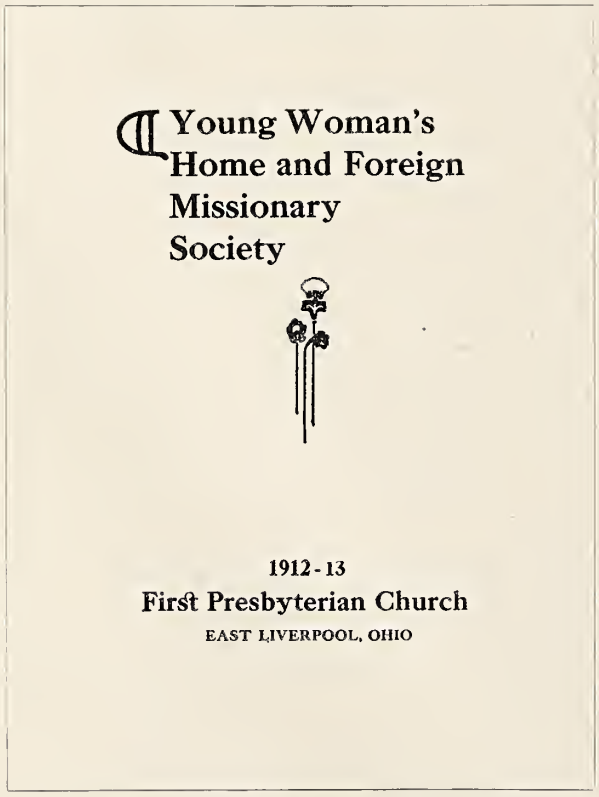
Bach . . Prelude and Fugue, B Flat Major
Chopin . . . Polonaise, C Sharp Minor Op. 26. No. 1
Dvorak . . . . . Humoresque Op. 101, No. 7
Seligite . . . . Was de Quelle Singt Op. 79. No. 10
Wollenhaupt . . Morceau Characteristic Op. 22. No. 1
Leschetizky . . . Melodia a la Mazurka Op. 40, No. 4
Grieg . . . . . An den Fruhling Op. 43. No. 6
Schubert-Liszt . . Hark, Hark, the Lark
Sinding . . . . . Marche Grotesque Op. 32, No. 1
Beethoven . . Concert, C Minor—Rondo
Orchestral Parts on Second Piano
Mrs. Walter Bennett

Thursday Afternoon, February 1, 1912

Program arrangements by C. V. Buttelman, Jackson, Michigan.

In a package of high-class commercial work from C. V. Buttelman, Jackson, Michigan, a group of program arrangements stands out prominently. We show herewith reproductions of some of them.

lower-case in the last line, thus preserving a harmony of shape throughout the page, would be an improvement.

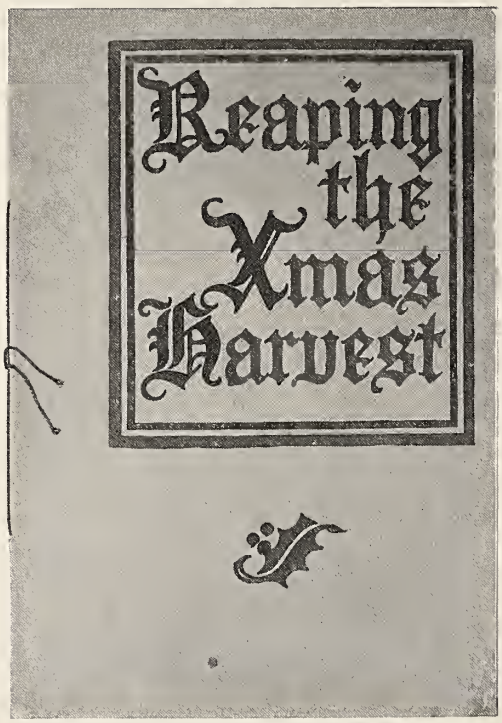

A Young Woman's Home and Foreign Missionary Society

1912-13

First Presbyterian Church

EAST LIVERPOOL, OHIO

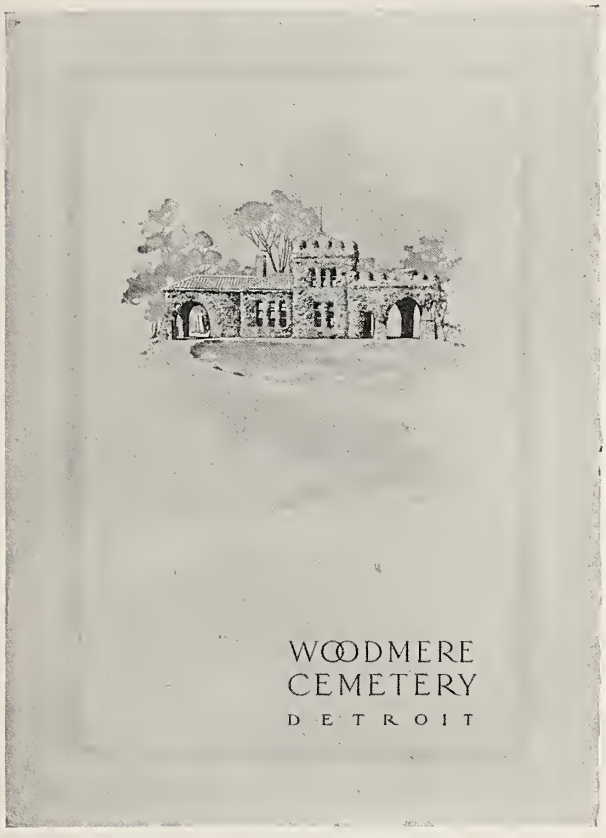
Cover-page by Arthur G. Hallett, East Liverpool, Ohio.



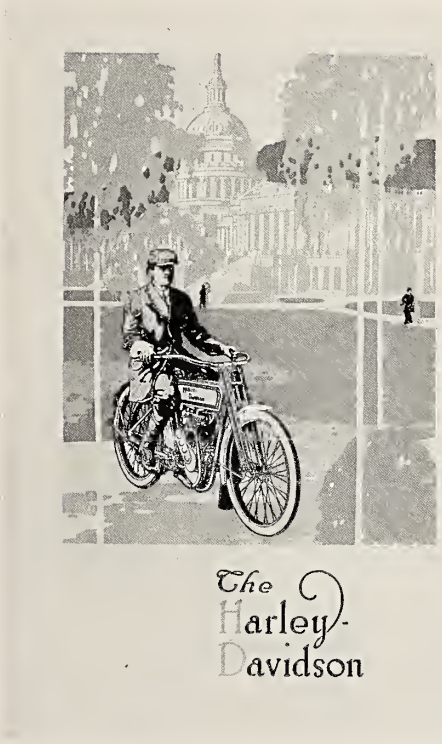
Striking page-design by The Vogue Company, New York.

From E. M. Diamant, of the Department of Production of The Vogue Company, New York city, we have received a portfolio of handsome advertising literature. The work throughout is very striking,

careful typography and a discriminating regard for good color combinations being the most notable features. We show herewith reproductions of two attractive cover-designs.



Cover by Corday & Gross, Cleveland, Ohio.

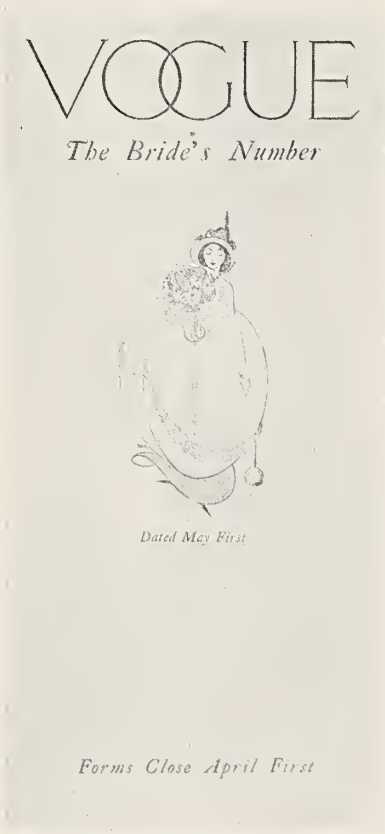


Cover-design by the Klau-Van Pietersom Company, Milwaukee, Wisconsin.

We show herewith a reproduction of the cover-page of a handsome booklet issued by The Corday & Gross Company and descriptive of Woodmere Cemetery, Detroit. Printed on gray antique stock in two soft colors, the cover is unusually pleasing.

W. W. Dickerson, Greensboro, North Carolina.— We would suggest that you avoid curved lines in typework whenever possible, as the straight lines are much more in keeping with the rectangular shapes upon which the good justification is based. The letter-head in black and red is the more pleasing of the two. The envelope slip is very satisfactory in arrangement.

A catalogue recently completed for the Harley-Davidson Motor Company by the Klau-Van Pietersom Company, of Milwaukee, is an exceptionally pleasing piece of publicity literature. Throughout it is fully up to the high standard maintained by the Klau-Van Pietersom people. We show herewith a reproduction of the cover, the original of which is in colors.



A striking cover-design by The Vogue Company, New York.

Premier Publishing Company, Los Angeles, California.— The first page of the leaflet is not pleasing in design, due to the fact that the breaking up of the text gives too many spots or forces of attraction on the page. A more simple arrangement, which could be readily secured by grouping the words together instead of spreading them over the entire page, would be more pleasing.

In an attractive booklet, entitled "Concerning Your Printing and Our Printing Concera," the Benson Printing Company, Nashville, Tennessee, demonstrates, both by text and example, its ability to produce the highest grade of printed matter. The typography, color, plate-making and presswork are all of the best, and reflect great credit on the Benson Printing Company.

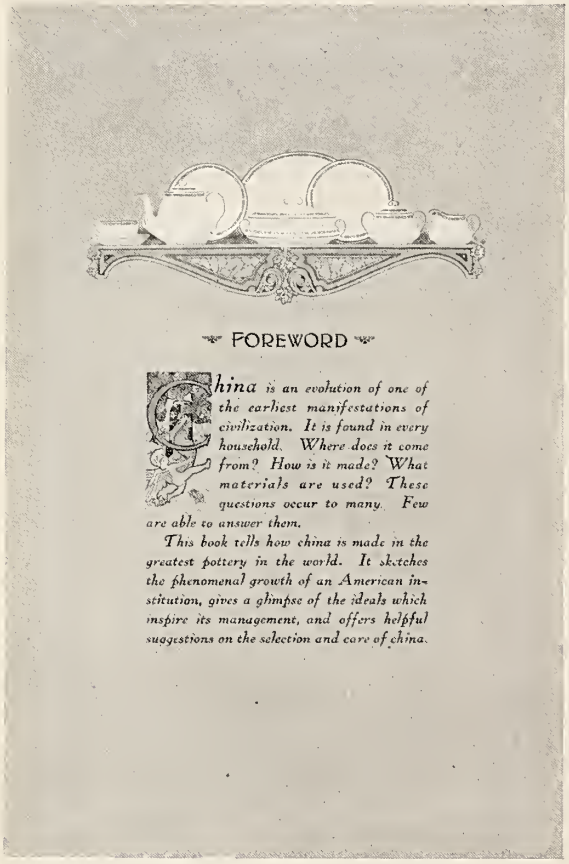
Under the title, "What a Business Man Should Know About Printing," the W. B. Conkey Company has issued an attractive little desk-book containing much valuable information for the buyer of printing. Among other good things to be found in the book are suggestions regarding the various processes of engraving, information as to proof-reading, sizes and styles of type, and other practical helps.

W. S. Dressler, Camden, New Jersey.— While the work as a whole is very good, we would call your attention to one or two points. We would suggest that you keep each job, as far as possible, in one series of type, and when more than one series is used see that they harmonize with each other, both in shape and tone. This applies more particularly to the letter-head for William J. Kelly, on which the combining of the bold, angular gothic letter with the decorative text letter is not pleasing in the larger sizes. We also note that you have letter-

spaced the text letters on some of the work, and would suggest that this be avoided. Black and red forms a much more pleasing combination for business cards than do blue and red, as the latter combination is rather "loud."

THOMAS E. CLIFFORD, Washington, D. C.— The cover and title-page for the conference program would be improved by the use of a single series of type instead of three different faces. The condensed letter should not have been employed on a page as wide as these, even though it necessitated two lines for the title. A consideration for shape harmony would suggest that unusually condensed type-faces be reserved, as far as possible, for narrow measures.

FROM T. V. Orr, advertising manager of the Homer Laughlin China Company, Newell, West Virginia, we have received a copy of a dainty



Page from an attractive catalogue of the Homer Laughlin China Company, Newell, West Virginia.

little book descriptive of the making of china. The page reproduced herewith will give an idea of the delicate handling which characterizes the work. The booklet bears the imprint of Manz, Chicago.

R. J. MCANALLY, Omaha, Nebraska.— A noticeable feature in some of your recent specimens is the failure properly to break up the various spaces into sizes that will be proportionate to each other. You should bear in mind that proportion is the pleasing inequality in the parts of an object, and that where a page is divided into panels of equal size or nearly so, the desired proportion is not apparent. On the title-page of the booklet for the Bankers Realty Investment Company, a little space taken from the lower panel and added to the center one would be an improvement.

PAUL MORNELL, New York.— Your work on the specimens submitted calls for one or two suggestions. The blotter, printed in bright red, with but a line or two in blue, should have been reversed as to colors. A large amount of either of the warm colors — red, yellow or orange — may be desirable on a bill-board advertisement which is not long before the eye and which forms but a spot against a background of other colors; but on a blotter, designed to remain on one's desk, the preponderance of the warm colors is irritating. Always arrange your color-schemes in such manner that the cool colors — blue, green and violet — will predominate. A more simple treatment of the leaflet for A. C. Weaver, with a smaller number of groups, would be preferable. The balancing of these groups on the center of the page, rather than scattering them around as you have done, would make for a more symmetrical, and consequently more pleasing, page.

"B. L. T." PICKUPS.

OTHERWISE THE INFO. WAS CORRECT.

Through an error Saturday, it was reported that Mr. and Mrs. Henry Woodrich had announced the birth of a daughter and Mr. and Mrs. John Sayland, the birth of a son. Instead, the little daughter of Mrs. Woodrich is ill of measles, while the little Sayland boy is ill of the same disease.— *Elgin Courier.*

AND GOSH HOW THEY DREAD IT!

Tuesday Frank Tisdell connected up his bathtub in the barber shop as the season is now approaching for the taking of baths.—*Farnum (Neb.) Echo.*

A WATER WAGON, OBVIOUSLY.

Illinois had swung its fifty-eight votes to Wilson and started a band-wagon which grew to a flood.— *Chicago Daily News.*

ZERO IN TRIBUTES.

In speaking of the sudden death of Mr. Steinwender, a friend of his who knew him well paid a high tribute to his character as a merchant and good citizen. He said: "He was one of the best judges of green coffee I ever knew, and this expert knowledge came to him as a sort of intuition." —*American Grocer.*

NOT RAPPING WINNIPEG SOCIETY.

The gentleman at the house said further that Mr. Galbraith was a quiet and strictly sober young man, and for this reason he had become acquainted with but few people in Winnipeg.— *Winnipeg Free Press.*

HAS DOC EVANS ANY DOPE ON THIS?

George Marion Shearer, seventy-five years old, a pioneer of Wapello County, and one of its wealthiest citizens, died suddenly to-day of acute indignation.— *Des Moines Register and Leader.*

THE CRAZE FOR THE NUDE.

Visitors to Brittingham park complain that almost daily young men who go in swimming at the bathhouse, play ball in the park without removing their bathing suits. — *Madison Democrat.*

QUELQUE COU.

Mrs. Walter E. Gillett, Knapp street, narrowly escaped serious injury when a buggy in which she was riding passed directly over her neck.— *Grand Rapids News.*

WELL, SUPPOSE HE DID?

O. L. Smiley came home on Thursday from a couple of days' visit with Mrs. Howell in Harness.— *Peoria Star.*

NOT KNOCKING THE CRAFT.

Another ozone plant of note is that of the New York *Tribune*, where the air in the city editor's office became so foul by reason of the large number of reporters and editors present, that the ventilating system in use was discarded in favor of a portable ozone machine.—*Cassier's Magazine.*

CIRCUMSTANTIAL EVIDENCE.

They had not seen Dillon smile since his return. They supposed he had become reconciled to his wife and had settled down.— *The W. G. N.*

ON APPROVAL?

Mrs. G. H. Maxwell, 221 Fifth avenue, entertained at dinner on a recent evening in honor of Miss Meda Stevens, who will become the bride of Robert Condie during the summer months.—*Antigo Journal.*

—*A Line-o'-Type or Two, Chicago Tribune.*



Reproduced in three colors by the Zeese-Wilkinson Co.,
New York city, from a water-color.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

The Best Dictionary for Printers.

R. W. H., Fremont, Nebraska, writes: "Will you kindly advise us what the newspapers and job offices consider as the standard dictionary? The one we have in our proofroom is a very old edition, and we want to get a new one. It is necessary to have one that is right up to date and authoritative."

Answer.— The question asked is impossible to answer definitely. Some newspapers ostensibly prefer one dictionary and some another, and no newspaper actually follows any dictionary faithfully. Probably more printers would say they prefer Webster than those who would name any other, but many would say Worcester. Until 1890 there was no American dictionary except Webster's and Worcester's, and these had been the familiar dictionary names so long that it was sure to take many years to establish anything else on a firm footing. However, this has been done, and now the Funk & Wagnalls Standard Dictionary, first published in 1893, has become widely known and largely used, but not half so much as it should be. It is by far the best dictionary for printers that we now have, notwithstanding the fact that a new Webster's issued in 1909 contains much more recent information. This, of course, is a personal opinion, but it is the studied decision of one who should know fairly well how to decide, since its utterer was employed editorially on each of the two works through the whole course of their making. Each of these works is as authoritative as any such work can be, with some temporary superiority in up-to-dateness in the Webster's New International Dictionary.

Funk & Wagnalls's Standard Dictionary is now remaking, and the new edition will be ready probably within a year. He who is writing this is in a peculiar position in regard to the two dictionaries. Much of the detail with which printers have to deal is, in his opinion, treated a great deal better in the new Webster than in the old Standard. But in the new Standard he is personally rectifying these details and introducing much uniformity beyond that of the Webster. This improvement is mainly in the division of words into syllables.

The best advice possible is to buy the Standard Dictionary and use it until the new edition is issued, and then exchange it for the new one. If this is not done, next best is to wait for the new publication and then buy. More definite information as to time and price will be promptly furnished by the publishers, Funk & Wagnalls Company, New York.

In the two dictionaries named the spelling is practically the same in all the common words, each book giving, besides its own preference, in each instance where two or more spellings of one word are in use, a record of that fact, always placing the chosen form first. One such case in which the Standard excels is that of words most commonly spelled with the termination ize, as civilize. Until recently it was practically universal among British people to spell civilise, etc., and this is still prevalent British practice. All these spellings are given in the Standard; all are omitted in Webster.

In the Standard all quotations are given literally as printed in the books cited. In the other work the forms of words are changed to those preferred in the dictionary vocabulary, so that there is no telling whether the authors or printers used the spellings shown or not. The Standard, moreover, tells just what publication is quoted from, and just where the passage is to be found, so that everything quoted can be verified if desired. In Webster's no credit is given except the author's name. In Webster's, for instance, a word like center or theater often appears in quotations from authors who never spelled that way, but always centre and theatre. In the Standard no such change is ever made. Thus it is easily seen which record is the more useful and trustworthy.

The Standard Dictionary systematizes the making of compound words more than any other dictionary has ever done, and consequently shows more use of hyphens than ever appears in a book or newspaper. It is in this respect in advance of common practice, but shows the nearest possible approach to a true record of the best usage. In this respect its forms are chosen throughout by the present writer, and they show in every instance his carefully studied choice from the confusion existing in literature. The maker of this record is convinced that its correctness as judged by the best books can not be seriously contradicted. Naturally, therefore, he does not hesitate in asserting that the Standard is in this respect much better than Webster's, in which work hyphens are used in compound words only enough to make people wonder why one was used anywhere in it. As a slight evidence of the difference between the two works, a few words may be cited. In Webster's are angel fish and devilfish, story-writer and letter writer, backbone, breastbone, jawbone, but cheek bone, hip bone, thigh bone, countingroom, dining room, drawing-room. In the Standard every one of these words has a hyphen, except backbone in figurative use. There are two entries, back-bone and backbone. It is well known to the maker of the record that the words appear differently in different books, but he is confident that every one will acknowledge the propriety of having them alike in the dictionary, especially when the quotations preserve the forms actually used by various writers and printers.

In many ways there is little real difference in value between the two dictionaries, but for the reasons stated, and probably for some others, the Standard is recommended for first choice to all printers, notwithstanding its preference of many spellings that are repulsive to the recommender. Every printer should have it, and as many as possible should have both it and the Webster's New International Dictionary.

Written for THE INLAND PRINTER.

DIVIDING WORDS AT THE ENDS OF LINES.

BY F. HORACE TEALL.

PROPER division of words is, and must be for a long time to come, subject to discussion. Various so-called systems are so strongly advocated, and some are so much practiced, that no one of them can become really predominant, much less universal, without more persistent and determined propagandism than any one can afford to devote to the subject.

Every printer will surely admit that general understanding and adoption of one real system would be highly advantageous. Of course no employer wishes to have time wasted in correcting divisions, but equally of course all employers would be glad to have their compositors understand the matter so well as to get a good result without need of correcting.

The writer of this paper may at some time offer for consideration a complete system, but the intention here is merely to emphasize the need for something of the kind, and especially that the system must be very simple. This writer is now engaged in applying his system in the remaking of the Standard Dictionary. He means by the statement above a separate treatise with fuller explanation than can be given in the dictionary. The system is as simple and uniform as possible — much more so than many will approve without the full explanation, as it involves the preference of some divisions not now most in vogue, though they are not uncommon.

Within three days just preceding this writing the writer has corrected on authors' proofs the following divisions: langu-age, separ-ately, spec-ially, longitud-inally, mano-meter, indi-cative, judici-ally, declar-ation, octagonal, analy-tical, theor-em, syste-matic, mon-astic, monopolize, de-signate, pro-duct, hypothe-tical, mechan-ism, dim-inish, form-erly, album-inoid, tim-idity, Trinitar-ian. Divisions like most of these are often seen, especially in newspaper, where we can never expect such things to be closely corrected. Newspapers generally may at some time show a much nearer approach to common-sense uniformity, but only after people in general have learned something, so that the operators will make things right in composition. It would be far too expensive to straighten them through correction, especially by taking too much time, even if the proofreaders knew how to do it.

What these are copied from is not newspaper-work, but the most especially particular book-work, where syllables shown uniformly constitute an important detail. Strict orders are given that words must be divided exactly according to a prescribed model, with the understanding that certain large classes of words will be changed, but in a way so simple and uniform that one telling should suffice. The model named is the Standard Dictionary. Of course the proofs are read and the matter is corrected twice before sending the author's proof.

Naturally, with all this provision for securing the desired result, in matters so simple, one would think there could be but one failing by the employing printers, that one being the failure to secure competent proofreaders. But in fact they are doing something much worse. The printers' proofreaders have to work more hours each day than any one can continue turning out good work, and they have to average a set amount of so many galleys a day — something that may work well on some kinds of work, but surely not on this kind. But there is something worse yet, deserving a separate paragraph.

These proofreaders have no copy of the dictionary for reference! They have no file of proofs of the new work either. How could the work be done properly?

Now by means of our few examples we may show conclusively the very unsatisfactory result. Divisions are selected as forming in this case an important detail such as they would not commonly be. On such work the proofreaders at least should have some systematic idea, and here they have not shown it. As has been said, the trouble may depend largely on the restrictions of time and opportunity.

All sorts of wild guesswork are shown in the divisions cited, and some of them seem simply thoughtless. Not one of them is authorized in any recent dictionary, though three of them were in the superseded Webster's Unabridged. (By the way, the old-time objection that dictionaries do not show divisions as they should be in print is no longer correct. That is not true of the works now current.) The old Webster had longitud-inally, indi-cative, and mechan-ism, but none of the others.

Why any one ever imagined it could be correct to divide langu- on one line and age on the next, or separ- and ate, or spec- and ial, or, in fact, any of the others, is not worth any guessing. The one essential point is that they are all without the support of any kind of authorization and without any decent reasoning to back them.

There was a time when it was almost universal in British printing to "divide on the vowel," so that octagonal, de-signate, pro-duct, and hypothe-tical would be right, but even many British printers have now dropped that practice. What used to be considered American is now most common everywhere. Notions once not uncommon, especially that of preserving etymological elements, have been relegated to desuetude — practically annihilated — by those who believe in common sense.

Webster's New International Dictionary is the second new making of the genuine Webster since the Unabridged, the other being the International. The International was the first dictionary that gave rules for dividing words into syllables, and the fact that it had too many rules was excusable. New work is liable to the evil of being overdone. Nevertheless it was good work, though open to improvement. In its successor the rules are improved and some national distinctions, too near to the line of mere hair-splitting, have been eliminated, but not enough.

In the International, words like musical were divided into the parts music- and al, though of course others had to be practi-cal, etc. In the new work every word with ical is divided as practical has to be, musi-cal, etc. Similar uniformity has been adopted in words with tive and sive, produc-tive, defec-tive, etc., instead of defect-ive, etc. The present writer could not persuade the editors to extend the principle to include other terminations, as ant and ance, ent and ence. Consequently the old conflict is preserved in these cases, as in abun-dant, assist-ant, even to the extent of giving correspond-ent as a title-word and dividing the same French word the other way in the same line at the end — correspon-dant, although no possible reason can be adduced for such a difference between the two languages.

The Standard Dictionary is to do away with all these and various other unreasonable conflicts, and will have a series of very few comprehensive rules. It is to be so consistent that any one who looks up any word of a certain kind will be justified in taking that word as the model for every one like it.

"THE BOY."

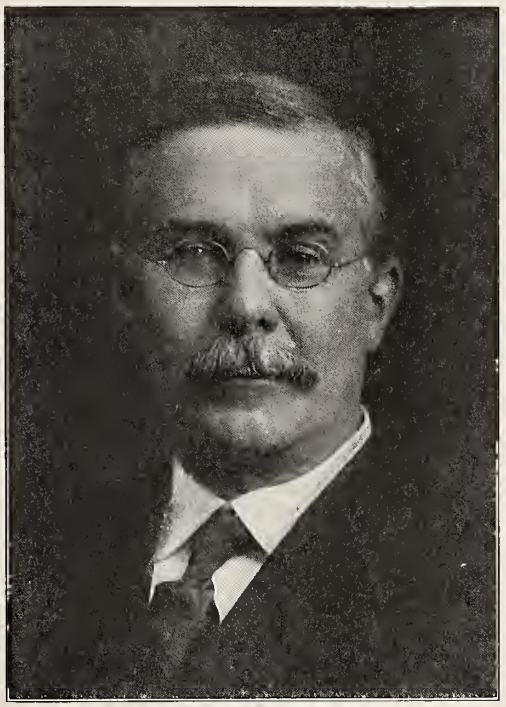
Address delivered by Henry L. Bullen before the First Annual International Cost Congress and Convention of the Ben Franklin Club of America, Thursday, June 20, 1912, at Cleveland, Ohio.

MR. PRESIDENT, LADIES AND GENTLEMEN,— Your committee has assigned to me the high honor and privilege of representing on this occasion that much neglected though highly important member of our craft, the printer's devil.

A great philosopher said "The boy is father of the man." Many of us can truthfully say that we are children of the Devil. We are not wicked by choice, but by inheritance.

We are here to learn to be good.

Thousands of printers have been crying out for many years, "There is something wrong with the printing business," but all the fruit of these was "Words—vain words." A few printers in various parts of this nation started in to uncover the errors of the trade and prescribe remedies.



HENRY L. BULLEN,

Librarian of the Typographic Library and Museum, American Type Founders Company, Jersey City, New Jersey.

We are in Cleveland for more of their good medicine. And while we are on the ground, let us realize our indebtedness to those here and elsewhere who have translated words into action. All honor to the leaders in this great reformation of the printing industry!

Ladies and gentlemen, the bad conditions of this industry did not happen over night. They are to a large extent traceable to the neglect of the boy in the printing plants by the master printers since the collapse of the old-time apprenticeship system, a little more than a century ago.

The conditions of development in this country made this neglect seemingly inevitable. There is a valid excuse for the neglect. For a century the Americans, and especially the printers, have been in the main a homeless and a migratory people. We have been spreading out. Now we are again taking root — building up— building for permanency — making homes — cultivating efficiency.

Conditions are acute to-day in the printing industry because the extraordinary development of machinery has outrun the development of both the journeymen and the master printers; machines are more efficient, men are less efficient.

We have made an idol of machinery and minimized the importance of the man. Machines have increased costs, especially your indirect or so-called overhead costs. Machines have increased wages to the point where there is a scarcity of journeymen competent to be profitable at the current wages.

In a war-ship all the millions of dollars put into steel armor and heavy guns are thrown away if the men behind the guns are not trained to the minute. So it is also in the printing plant.

In that engine of business called the printing plant the most expensive element is made of flesh and blood — your help — and inefficiency in the help is the most serious of all the defects in the business.

In this country we have in the printing trade a large proportion of surpassingly competent journeymen. But we have a larger proportion of exceedingly incompetent journeymen than is found in Great Britain and Continental Europe.

These incompetents are all employed at a loss. They diminish your just profits. They diminish the just wages of competent journeymen.

How did these incompetents get into the printing plants to injure you?

You, the master printers of America, collectively, put this burden upon your own backs. To many here, doubtless, it can be said in the words of the Prophet Samuel, "Thou art the man!"

The incompetent could not hire himself. The unions, which hate the incompetents, had no power to bring them into any printing plant. "Thou art the man!"

Thousands of incompetent journeymen are on your payrolls, put there by thousands of master printers. Thousands of lads to-day in printing plants are on the way to recruit this ever-increasing army of incompetents. Do not blame them. Pity them!

These unfortunate lads are employed at low wages until length of years gives them the right to ask for a man's pay. Then the careless master printer who hired the lad shoves the incompetent man into the street. In self-defense the unions have to accept him. The poor fellow enters on a career of intermittent employment. No steady job for him! The trade is a curse to him, and he is a curse to the trade. Do not blame him!

It is ridiculously unprofitable to pay a compositor $20 a week, or more, who can not write grammatically, who can not spell correctly, and who — worse still — has not brains enough to analyze his copy as a preliminary to displaying it, but it was more ridiculous to bring such a man into the trade.

The first duty every master printer owes to himself, to the trade, and to his employees is to stop whining about the incompetency of his employees, and to start in at once to eliminate the incipient incompetent from his own plant.

All your reforms will be built on sand unless you surround yourselves with competent assistants—lads and men who will profit themselves while increasing your profits.

Commence by ascertaining the capacity of each lad now at work. Some will be found more suitable for inferior though highly respectable occupations, such as plumbing and carpentry, or for more unskilled labor. Advise

them to make a change. Help them to get employment elsewhere as reparation for your original error of allowing them to waste their time in attempting to learn a trade they are unsuited for.

The printing trade requires far more intelligence than any merely mechanical trade. Printing is a semiliterary occupation. You can not make a good printer out of a lad who is not capable of lucidly expressing his own ideas.

As printers our chief labors consist in transmitting ideas. Our work very largely consists in appeals to the minds of men and women. You can not eat, drink or wear printing, or use it to protect you from the elements. Things of the body are as necessary to the ignorant as to the educated, but the market of printing is necessarily with the educated.

With this standard of competency in view, your lads must be fairly grounded in reading, 'riting and 'rithmetic. Take nothing for granted in these qualifications.

Proficiency in the three R's does not, however, prove intelligence. No lad should enter the printing business who has not ideas of his own, and the capacity to express them in writing.

Ask the lad to sit down alone, where he will have every chance to preserve himself from stage fright, and there write out an application for employment, and a brief statement of what he hopes to accomplish by entering the printing trade. Do not hurry him. Let him write his piece two or three times over if he has sand enough to want to do so — that sort of persistency should count strongly in his favor.

You can judge of a lad's intelligence fairly well by such a test. His piece need not be perfect, if it discloses intelligence and character in handling the subject.

The question with you is, in fact, "Has the boy the capacity to learn the trade correctly and progressively?" The favorable ending of such an examination may satisfy you. The lad's parents should then be called in. Does the lad really wish to be a printer, or merely to get into something — anything — to earn a little money? You want lads with a purpose — lads who will stick.

With all your precautions the lad may disappoint you or be disappointed himself, so take him on trial for a definite period, and if he fails to make good send him away and try again. Many applicants will fail.

Congratulate yourself on the failures as so many undesirables excluded from the trade.

Why should not every lad be carefully examined before he is allowed to learn the printing trade? In nearly all the States a plumber can not practice his trade without an examiner's certificate to his competency. In some States barbers and chiropodists must have examiner's certificates; and also engineers and electricians. Of course these licenses are exacted because such artisans may endanger lives if incompetent.

But does not incompetency in the printing plant endanger your business and your profits?

There is nothing new proposed. This very plan has been used for centuries by conscientious employers, and hence the large number of competent employees. Doubtless some here present could tell of such conscientious employers to whom they look back with esteem and gratitude.

Master printers, you would better conduct this examination yourselves, or have it done under your personal supervision. The lad that is worth hiring will be tremendously and favorably impressed by your interest in him. It will give him a fine idea of the real importance of his prospective calling. It will make him loyal to you and your interests.

We none of us can escape from the selfish equation.

The little time you give to selecting the young future printer will be very profitable to you. A good, willing, progressive lad can be made very profitable in a printing plant.

Nevertheless, there must be heart and conscience in this work. Those who do not realize the value of heart and conscience in their relations with employees are necessarily bad masters, whom the lad will do well to avoid, because they are the very masters who do most to burden the trade with incompetents. There can be no great success in anything, business included, unless there are ideals. There is nothing so practical as the educated ideal. You may enjoy much that is good and not be capable of comprehending the ideal, but what you enjoy was created by the idealists. So if you think to enter upon the examination of the lad in a perfunctory manner, you would better not do it at all. It will prejudice the lad against you, and that would be very unprofitable to you.

In the selection of lads reject all, however competent, who lack character.

In olden times apprentices lived in the master's household. They became members of his family. It was quite usual for the apprentice to aspire to the hand of the master's daughter. It was a regular thing for an apprentice thus to succeed to his master's business. You may be sure the masters were then very particular about the character as well as the intelligence of their apprentices.

Suppose every master printer in America were to resolve to-day that henceforth he would not let a lad enter his printing plant to learn the trade whom he would not be willing to let his daughter marry!

There would then be an examination worth while having!

Ladies and gentlemen, we hope ultimately to establish in this country a system of vocational instruction, but it will be some years before such a system is adequately put in operation. But we need not delay a day — we need not wait for the action of some other person or committee.

Each and every printer who is man enough, who is broad enough, who has any sentiment in him bigger than a shortsighted groveling selfishness, may immediately become a committee of one to improve the efficiency of his help by simply eliminating the undesirable lads and replacing them with lads he has personally ascertained to be desirable.

A general nation-wide appreciation of the necessity of proper selection, put into practice, is at once the easiest and the most effective of all methods for raising the standard of efficiency in your plants.

Put the right kind of lads in the printing plants and they will become competent journeymen with very little assistance other than the opportunity to work at a trade they like and for which they are equipped with the necessary plain education and intelligence and ambition.

A majority of master printers in America were lads of the right stamp, and climbed up to be efficient journeymen, and then to be master printers, without any mollycoddling. The way, then, to insure a supply of efficient journeymen is to select lads of your own characteristics to learn the trade in your plants.

Hire the lads to be printers, and do not waste their time by giving them menial tasks, errand-running, sweeping, etc., except in emergencies. Let lads who can not qualify as printers do the menial work. The right lad

will not be too proud to help out at anything when necessary.

Many master printers here, including myself, did the printing-office chores. That work didn't hurt us, but it didn't help us. Times have changed, and only in the very small plants is there any justification for giving menial work to a lad who is qualifying for the printing trade.

At what age should the boy commence to learn the printing trade?

My experience is that if teaching the lad the trade were the sole object, as it might be in a vocational school, that at nineteen or twenty the young man, if in earnest, could easily qualify as a competent journeyman in eighteen months.

But boys must begin to earn wages earlier and master printers are entitled to compensatory profits — and bright, ambitious, educated lads are very profitable — and so I suggest sixteen or seventeen. Lads of that age may have been tried out in other occupations, and had some erroneous ideas knocked out of their heads. A little previous experience in wage-earning is a good primary to learning the printing trade.

Two-thirds of the problem of eliminating inefficients will be solved by careful, conscientious selection in small and large plants.

The printing plant has been justly termed the poor man's university. That is true only when the right kind of poor man enters the printing plant.

The lad in the printing plant has a right to instruction.

There are good profits in cultivating the young printers. Give them every chance to learn. You wrong them if you use them selfishly as mere aids to profits, and your selfishness miscarries, for in the end it is not so profitable as the returns from the work of a well-coached lad.

You need not open a school in your plant, but just see to it personally that each lad is given progressive work. The mere technicalities of printing are simple enough and easily learned. What the boy needs is progressive practice.

The right boy in the right shop with the right boss will learn quickly without special tuition.

Now, let us consider vocational education.

It is coming in all lines of business.

So far as printing is concerned, I believe vocational schools should bear the relation of a high school to the printing-shop. The mere manual part of printing is very simple and easily acquired, and can be mastered better and quicker in every-day practice in the printing plant.

I refer to all the work with the hands.

The vocational schools should be recruited from the printing plants, not the printing plants from the schools.

The vocational schools or classes for printers should deal with the boys' heads, not with their hands.

Let us assume we have banished the dunces.

Teach the lads the things they do not learn in daily practice in the shop.

Teach them geometrical drawing and how to letter passably.

Teach them the nature and principles of all the machinery in the plants;

Of transmission of power, and its relation to various kinds of work;

Of color pigments and color harmonies, and how to estimate quantities;

Of rollers and their properties;

Of paper, and how to figure quantities required;

Of type-design and display and measurements;

Of margins and proportions of pages;

Of engraving and platemaking;

Of bookbinding and paper-ruling;

Of chemistry as it relates to inks and paper and metals;

Of advertising;

Of good, systematic business methods, so that each may become a cost-finder in whatever department he may be employed;

And, finally, do not forget to instruct them in the glorious history of printing, that they may see how fine a thing their occupation is, and how superior and how much more valuable to each community than mere carpentering, plumbing, butchering, tailoring, lawyering, brokering, or any kind of pedling of merchandise as middlemen.

Possibly other things should be added to this curriculum, and it is not necessary that one lad should learn everything.

These vocational classes or schools should be under the supervision partially at least of committees representing all the printers' organizations in each large city. We have a right to expect financial and other assistance from the cities. In nearly all large cities there are educational institutions ready to cooperate with business men in this work. In Boston, for instance, the well-known Charitable Mechanics' Society has been ready for some time to start printers' vocational classes in its institute, but the printers have held back.

The fees (if any) might be paid as a part of the compensation of the lads in their first year, following a period of trial in the printing plants to determine their staying qualities and fitness. As the lad's pay is increased, he can pay the fees himself.

The classes should be open day and night. It is not fair to ask young lads to work all day and study at night, and the nature of most good boys is against it. Let the beginners off two or three afternoons a week to attend the classes. Let the older boys attend the night classes. Let the classes be open day and night to lads sent in from the country and small towns.

This country has the very best technological schools in the world, but it is just beginning to provide vocational schools for lads in the factories. Some good work has been done for the printer lads.

The United Typothetæ School of Printing at Indianapolis is doing good work with paying pupils drawn from all over the country under that able instructor, F. O. Climer. My impression is that it does not reach many of the lads learning the trade in Indianapolis printing houses, but this is probably because the lads and the master printers have not got together.

The School of Printing operated by the Boston Typothetæ Board of Trade has demonstrated the vitally important fact that it is possible to revive an apprenticeship system beneficial to the boys and their employers. The Boston plan of apprenticeship is working well. The school has an instructor in A. A. Stewart who has developed a number of efficient printers by thorough, conscientious and enthusiastic work. Many lads will grow up to call Mr. Stewart blessed. But the school is a primary affair. Mr. Stewart's first task almost invariably is to teach spelling to lads who come through the famous public schools of Boston. Think of that! That is poor selection for you!

A young lad may be intelligent and have all the stuff in him to make a good printer and be a poor speller.

But a lad is not bright enough to make a good printer who has had the best of opportunities to learn to spell and has neglected them.

If the printers operating this school would get in a higher grade of boys, Mr. Stewart would not be wasting his time teaching the three R's.

I have been told by Boston men that they can not get boys of the right stamp, and have to take the semiliterate, but unless I am very much mistaken this is so because the underlying motive of the school is to recruit the so-called working class of printers, rather than to open a broad field for ambitious youths. I am fairly sure no printer in Boston would think of sending his sons to that school. It is not working on the right material.

No vocational school is good enough for the young printers of the future if it is not good enough for an employing printer's son.

Many reformatories, churches given to sociological work in their basements, and other semicharitable institutions intended to reach the street arabs, are furnished with printing schools. These are doing a tremendous lot of harm by pushing into our trade a lot of poor, ignorant lads, who create that class known as the bum printer. All printers' organizations should join together to suppress these nests of incompetence, and confine the teaching of these schools to purely manual trades.

Many cities have added courses in printing to their schools on the theory that setting type is a quick way of teaching children to read, spell, write and punctuate correctly. That is all right, if it will furnish lads for printing-offices who can spell, but if these schools attempt to manufacture printers they will go too far and will increase the ranks of the botch workmen.

Now we come to a highly creditable development, peculiarly American — the educational work of the International Typographical Union and the International Printing Pressmen and Assistants' Union of North America.

The pressmen's union has established a school to teach presswork and a knowledge of paper, ink, rollers, presses, at Rogersville, Tennessee, where the pressmen's union has an estate of 519 acres and, among other buildings, a fine school building. Students pay $5 a week for board, and a moderate tuition fee. The school has a modern press-room equipment, good teachers, and a library. Here are pressmen educating themselves not only for their own benefit but as much for the benefit of their employers.

The International Typographical Union is conducting the greatest educational work among compositors in this country, and probably in any country. The International Typographical Union Course of Instruction in Printing was started in March, 1908. The tuition fee is $25, which may be paid in instalments. This fee includes a drawing outfit. The enrolment is now 3,100.

Here we have a small army of employees putting up over $75,000 of their own earnings to make themselves more efficient in your plants. That is fine!

It has developed in many instances that several lads have gone into partnership in the use of one course bought for one fee. The International Typographical Union is big enough to encourage this commendable bit of graft.

The International Typographical Union pays all promotional expenses, and gives a rebate of $5 to each graduate. Many local unions give an additional rebate of $5 to their student members, and other local unions assist the apprentices in their jurisdictions.

At the outset many employers were antagonistic because the course is fostered by the big union. Some men in open shops who paid for the course were discharged by their employers. That seems incredibly mean and short-sighted, but it is shamefully true.

Now the employers are beginning to cooperate. The Chicago Typographical Union has an arrangement with the Employing Printers' Association under which every apprentice in the last year of his apprenticeship takes the course, the payment for which is part of his compensation, less the rebates of $5 from the International and $5 from the Chicago union.

This is a high school or finishing course, open to journeymen and apprentices. From observation of three young men I can testify that it is very effective. It has improved their efficiency without cost to their employers.

The success of the course is largely due to the able work of F. J. Trezise, the chief instructor.

In August there is to be an International Congress of Industrial Educators at Dresden, in Germany. Three thousand educators are expected to attend. Mr. Trezise has had the deserved and distinguished honor of being selected as one of the American delegates, and has been invited to address that important congress. Your committee has done well to put Mr. Trezise on your program. You should all hear his lecture. No one man is doing more than Mr. Trezise to increase efficiency in the printing plants.

I hope the Ben Franklin Club of America will add to its standing committees one on technical education, able and eager to cooperate with other willing organizations and with eminent professional educators to put the best method into practice. Such a committee will do well to study the trade schools of Great Britain, France, Germany and Austria, which are more or less sustained by those governments.

Mr. President, ladies and gentlemen, many of us here can never forget the pride with which we viewed our first typographic effort. Years have intervened, but we hold in our memories grateful thoughts for every employer and every fellow workman who in our younger years gave us a timely friendly word and helping hand. Those grateful thoughts ennoble us.

Many of us have had similar tributes from those we have helped. To those who do not find this a great reward we think we have demonstrated that it pays in cold dollars to give The Boy a square deal.

Whatever we do, let us do it for The Boy whom we desire to rise in the world. Any scheme which has its root in the desire to set one class of workmen against another class of workmen or to create an inferior working class is as mean as it will be futile.

We are master printers.

Let us construe that word in its ancient meaning of teacher. The Boy is here. He awaits a teacher.

Cold and calculating self-interest, as well as the higher motives of duty and patriotism, calls upon us to give The Boy a new deal — a better deal — a real square deal.

IT SAID "JOB" — AND HE WANTED IT.

The Laramie (Okla.) *Republican* recently carried a "filler," which reads as follows: "When in need of job printing or book work call on us." Editor Costin was in a position to supply all kinds of jobs — of printing — but he was somewhat nonplussed at the receipt of the following inquiry from a reader in a neighboring town:

"DEAR SIR,— I saw your ad. In the Laramie *Republican*. Whitch says if you are in need of a Job In printing or book work. Call on the *Republican*. so I thought I wold write and see If I could get a Job."

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

First Elevator Was Out of Adjustment.

An Oklahoma operator says: "I applied your suggestions with satisfactory results. I delayed replying in order to give them a try-out." The suggestions tested are as follows: "We believe your trouble is due to the down stroke of the first elevator being greater than one sixty-fourth of an inch. Test it in this way: Assemble a line of matrices without the spacebands and send in. Stop the machine at casting position and observe how much space there is between the back screw in first elevator and the vise-cap. There should be no more than one point — about one sixty-fourth of an inch. Adjust the screw while the machine is in this position if you find the space too great."

Face of Slug Overhangs.

An Arkansas operator writes: "Enclosed is a twelve-point, thirteen-em slug that has a projection of metal on the left end. I can find no remedy for this, although I have tried cleaning mold and parts and have gone through two years of INLAND PRINTER files; neither can I find anything in 'The Mechanism of the Linotype.'"

Answer.— You can remedy this by adjustment of the vise-jaws. Move the right vise-jaw in about one point. This will correct the overhang on the right end of the slug. Moving the left jaw in will likewise correct the overhang on that end of the slug. As you failed to state the model of machine the slug was cast on, we can not tell you specifically how to adjust your left jaw. On Models 1 and 3 it is done by loosening the screw in the vise-jaw closing-screw arm at the left-hand end of the vise-cap and turning to the right on the square-headed screw that runs through the arm and flange; then inserting the screw into another hole in the flange. For reference to correcting overhanging face on slug see "The Mechanism of the Linotype," fourth edition, page 41, for right and left jaws; also page 117.

The Assembling of Lines.

A Philadelphia operator writes: "(1) If I assemble enough matrices to fill a 13-em line, less a thin space, would it be all right to send line in only when star-wheel goes around? (2) What is a short line and when can you tell when you send one in? (3) I have my assembler-finger set about one 'n' space less than thirteen ems, and when I send in a line with three or five spacebands, when the star-wheel just goes around the slug-lever works all right, but when I send in six or more bands the slug-lever goes forward and backward with a jerking motion. Kindly tell me cause. (4) Which gage is correct, the one on the assembler-gate or the one where the bell-hammer is? The one near the bell-hammer is about one thin space less than the one on the assembler-gate. (5) When can you tell when a new star-wheel is needed? (6) If one rail on the matrix-strips where the belt is — near the small glass — is broken off, will that in time cause wear on matrix ears?"

Answer.—(1) In assembling a line, see that you do not have enough in assembling elevator to stop the star-wheel. If the assembler-finger is set a thin space less than the measure you are setting, you need not fear a tight line. (2) A short line is one that will not justify tightly, owing to its lack of matrices. As the spacebands have a limited degree of expansion in justifying, they can make up for only a limited shortness of line. This must be decided by the operator, whose judgment should tell him how near a line is to normal length when assembled. He can, by observing the space between the bell-hammer trip-block and its stop, tell how much a line lacks of being normal. (3) Your assembler should be set but one thin space less than full measure — not an "n" space, as you stated. The movements of the slug-lever under the circumstances have no significance. (4) Set the assembler by the gage near the bell-hammer. (5) A new star-wheel is needed when it fails to push the matrices inside the elevator-pawls. It would be safe to put in a new star-wheel every six or eight weeks. (6) Wear on matrix ears is due to repeatedly striking in the assembling elevator, and not to the lack of the spring on the rail near the belt.

Distributor and Justification Troubles.

The following is from a Michigan operator: "(1) Enclosed is a matrix and slug. All the matrices they have here are bruised on the bottom this way and the thin ones are continually being bent. (2) Another trouble is one of the machines squirting on the end of the line. The slug is also sticking. I think I can fix this, as I set the trimming-knives in close. If you can, let me know what causes the machine to squirt on the end of the line as shown by the slug."

Answer.—(1) The matrices are being bent in the distributor-box owing to the lifter not raising them high enough. Test by examining clearance where matrix is raised above top rails. If clearance is not sufficient, proceed to adjust as follows: Loosen nut and turn out screw while there is a line in box. Turn in slowly on adjusting screw until the matrices begin to lift; then tighten nut. See if lifter-lever cam is worn on "C," as shown on page 52, "Mechanism of the Linotype." Replace with new one if much worn. (2) The squirt on left end of line is probably due to some interference with justification of the line. See that there is no metal in grooves of the elevator-jaws that might interfere with the movement of matrices or spacebands. See that the yielding finger is set correctly. See that the pump-stop is set correctly. Test the down stroke of the first elevator. Try a number of lines and stop the machine when first justification is complete. Note if the

last matrix is against left vise-jaw. Have pin out of plunger when testing. Test the space between the mold and vise-jaws with two pieces of print-paper. Test and see if the justification springs need tightening. You should be able to determine cause after going over these parts.

How to Remove a Keyboard.

A Long Island machinist-operator, who should have sent in his address, writes: "As I will have time to spare during the summer months to clean the keyboard on our Model 1 and put in a few broken keybars (the lugs are broken where the comb-spring fits in), and as I wish to take the keyboard off the machine, please let me know if I should proceed as follows, so that I can put in the new keybars: (1) Lock keyboard and remove magazine, lower vise and open. (2) Disconnect line-delivery slide, transfer slide and fasten spacer and pawl. (3) Take off face plate. (4) Take off keyrod springs and keyrods. (5) Take out bolts under keyboard and remove, and place on bench. To remove keybars (H 31) and put in new one, should I proceed as follows? (1) Unlock keyboard. (2) Remove cam-yoke frames. (3) Take banking bar off. (4) Tilt the keyboard upward so as to prevent the keybars from falling out, replace damaged ones with new ones. (5) To remove keyboard key-lever (H 63) and put in new one, should keyboard be locked when on machine before the fulcrum rod (H 64) is taken out? Ours is a Model 1 with comb-springs."

Answer.— The writer is evidently unacquainted with the standard text-book on linotype mechanism. He should have a copy of "The Mechanism of the Linotype," published by The Inland Printer Company, for on page 10 of the fourth edition there is an outline of procedure for removing and cleaning a keyboard. The plan you outline is wrong, as it involves more work than is necessary. The following plan covers all the essential points in removing a keyboard from a Model 1 machine: (1) Lock verges. (2) Remove cam-frame covers, belt, pi tray, copy-board, and disconnect assembler-elevator link from the assembling elevator. (3) Remove cam-frames. Take out two screws from the keyrod lower guide-plate and two screws from the keyboard rod-spring plate attached to the back of the keyboard posts. (5) Remove the two screws that hold the keyboard frame to the base of the machine and lift it out. In this part of the operation assistance is required, for as the operator lifts the keyboard and tilts it a trifle his assistant should hold the keyboard spring plate outward so as to allow space for the dowels on the upper ends of the keyboard posts to pass. This is to prevent detaching the keyrods from the verges and for this reason requires the greatest care. Your plan of removing a key-lever and keybar is somewhat involved. Follow this plan: Remove the screws from one end of the key-lever fulcrum-rods and withdraw these rods. Remove all levers. Remove the screws from the backing bar of the keybars and remove all the keybars. Detach the spaceband key-lever spring from the end of the lever and remove the lever. You state you desire to replace a few keybars that are broken where the comb-spring is attached. We are surprised to learn that there are still some machines having comb-springs in use. You should discard these springs and then you will not need to replace any keybars. If you clean your keyboard properly and keep it fairly clean you should have no trouble. Our suggestions are as follows: Soak the bars in gasoline, dry them, then polish all sides by rubbing them on a piece of felt covered liberally with graphite. When all are polished and laid out in order on a galley, polish the grooves with a brush dipped in graphite. The foregoing treatment will make them work freely and to some extent will prevent the bars rusting. The upper and lower guides of the keybars should be cleaned with gasoline on a brush and also graphited. The banking bar should receive similar treatment. The foregoing plan reduces the friction on the parts to a minimum. The key-levers have friction at several places — where they rub on the sides of the slot in the keyboard top plate; on the fulcrum-rod and in the slot in the back plate and in the keybar. To minimize this friction the levers should be polished on their sides and afterward graphited. The fulcrum-rods also should be polished and graphited. The slots in the top plate should be cleaned with gasoline and graphited with a brush. The back plate may be ignored, as the friction here is slight. A keyboard treated in the foregoing manner should work freely and will ordinarily need no comb-springs on the keybars. If you desire, you may replace the old keybars with the later pattern (H 346). With this style the touch will be correspondingly heavy, as the bar weighs more. Having cleaned the keyboard, proceed to remove the cams and triggers from their frames and clean them. While the triggers are soaking in gasoline, the free end of each cam-yoke may be wiped with a cloth moistened in gasoline. With a knife-blade file sharpen the milled edge of the cams. This is done only when the edges of the milled part are worn flat and fail properly to bite the keyboard roll. Oil the cam-pivot with clock or watch oil. Dry the triggers and rub on a graphited felt. Polish the cam-yoke and trigger pivoting-wires. Clean the slots in the cam-yoke guide-plate. Wash the keyboard roll with cold water and soap and roughen with coarse flint paper. Assemble the parts and get the triggers normal and place a locking wire through the hole above the trigger wire. This will insure that all triggers will remain normal. Turn the rolls so that all cams come to normal position. On assembling the parts of the keyboard put in the lowest row of levers first, then the fulcrum-rod. Continue in that manner until the top row is in place. Tilt the keyboard up from the back a few inches and replace the keybars. Then put on the banking-bar. Put the keyboard in place and insert the screws that hold it to the frame of machine. In the operation you will require help, just as you did when removing the keyboard, for it is difficult to pass the doweled ends of the keyboard posts through between the lower guide and the keyboard spring-plates. The assembling of the balance of the parts may be done without difficulty.

Recent Patents on Composing Machinery.

Metal-pot for Typecasting Machines.— John S. Thompson, Chicago, Ill., assignor to Thompson Type Machine Company, Chicago, Ill. Filed September 20, 1907. Issued June 11, 1912. No. 1,029,243.

Metal-pot Feeder.— H. E. Nelson, Petaluma, Cal. Filed October 18, 1911. Issued February 6, 1912. No. 1,016,356.

Linotype Matrix.— Hans Peterson, Minneapolis, Minn., assignor to Linograph Manufacturing Company, Minneapolis, Minn. Filed May 13, 1911. Issued June 11, 1912. No. 1,028,955.

Matrix-composing Machine.— C. G. Pritchard, Warren, Ohio. Filed February 8, 1910. Issued June 11, 1912. No. 1,029,317.

Linotype Mold.— Hans Peterson, Minneapolis, Minn., assignor to Linograph Manufacturing Company, Minneapolis, Minn. Filed May 1, 1911. Issued June 25, 1912. No. 1,030,678.

Linotype Assembler-slide Brake.— W. M. Rapp, Philadelphia, Pa. Filed August 17, 1910. Issued June 18, 1912. No. 1,029,714.

Typograph.— J. Dorneth, Berlin, Germany, assignor to Typograph G. M. B. H., Berlin, Germany. Filed February 6, 1911. Jssued July 2, 1912. No. 1,030,878.

Typesetter.— A. B. Dick, Lake Forest, Ill., assignor to A. B. Dick Company, Chicago. Filed July 31, 1909. Issued July 2, 1912. No. 1,031,326.

Double-magazine Linotype.— C. Muehleisen, Berlin, Germany. Assignor to Mergenthaler Linotype Company, New York. Filed February 5, 1912. Issued July 9, 1912. No. 1,031,952.

A PARAGON OF PATIENCE.

"He's the most patient man I ever knew."

"That so?"

"Yes; he can even herd a bunch of people together to have a group picture taken without losing his temper."— *Detroit Free Press.*

Written for THE INLAND PRINTER.

FIRST ANNUAL CONVENTION OF THE BEN FRANKLIN CLUB OF AMERICA.

BY B. F. CHITTICK.

IT is now more than nineteen hundred years since Christ enunciated the doctrine of brotherhood among men. Yet it seems that the very craftsmen who have had so much to do with preserving the records of that teaching, and who have made possible its dissemination in all parts of the world, are just now discovering that the doctrine may be applied to themselves and to their own business affairs.

Strange it is, indeed, that those who have played so important and far-reaching a part in civilization and in bringing about a closer relationship between men, as well as between nations, have themselves been so slow to see the need of that closer relationship in their own struggles for a more healthful and elevating environment. Nevertheless it is true.

But if any one doubts that the descendants of Gutenberg have not at last awakened to their shortcomings in this connection he should attend one of the many congresses that are being held by printers throughout North America.

At the first annual convention and cost congress of the Ben Franklin Club of America, held at Cleveland, Ohio, on June 20, 21 and 22, an utter stranger to the business could not fail to observe that the men gathered there had but recently discovered a new light, and that a brighter day had dawned in the printing world.

THE GET-TOGETHER SPIRIT IS EXEMPLIFIED IN THIS RESOLUTION, UNANIMOUSLY ADOPTED.

□□□□□□

Resolved, That the Committee on Organization, appointed by the Committee on Resolutions (consisting of Messrs. R. T. Deacon, Charles Francis, William J. Hartman, G. H. Gardner, Ford Wallick, J. S. McMillan, G. M. Booth and H. M. Livingston), be authorized to meet with a committee from the United Typothetae of America and enter into a conference with them on the subject of amalgamation of the two organizations, our committee to refer whatever agreement may be arrived at to a referendum vote of the members of the Ben Franklin Club of America.

On every side — in the convention hall, in the exhibition rooms and in the hotels — plainly could be seen evidences of the new spirit of brotherhood and cooperation. But what is more gratifying than all of these evidences of closer affiliation is the fact that each and every one of the employing printers assembled at Cleveland realized that mere talk and sentiment were of no avail unless backed up by a reformation in printing-plant business offices. Cooperation must first come in the establishment of common-sense methods of doing business.

The men who chose Cleveland as the meeting-place for the first convention of the Ben Franklin Club of America showed especially sound judgment in their selection. Conditions in that city proved a revelation to the visitors. The close friendly relations that exist between employing printers were at once an inspiration and a joy to the delegates. Fully appreciating the splendid speeches delivered and scholarly papers read before the convention, it is the writer's opinion that the greatest good that came out of this first annual convention of the Ben Franklin Club of America is the profound impression made by the Cleveland spirit of social and business intercourse among printers, typified in the Fellowcraft Club of that city. This organization — a social institution — has paved the way for genuine business cooperation. It is, in fact, the life-blood, and therefore the sustaining power, of the printers' local business organizations. Founded ten years ago, it gradually drew men closer and closer together in personal friendship, until there was established a confidence in each other's sincerity and integrity — a confidence that is so necessary to success in all cooperative movements.

Cleveland is a splendid city, and it has some magnificent printing plants, the owners of which are among the most progressive business men in America. It is, therefore, needless to say that the seven or eight hundred delegates who attended the convention were royally received and entertained.

The Fellowcraft Club, acting as host, radiated that spirit of democracy which has so markedly characterized the Ben Franklin Club movement, and big and little printers were seen here and there hobnobbing together as brothers in a common cause, each interested in the other's welfare.

It was a great meeting, and if its beneficial effects are to be measured by its splendid success, President Hartman and his colleagues have earned the lasting gratitude of American printing craftsmen.

First Session — Thursday Morning, June 20.

The first session of the convention was called to order by President Hartman, in the New Euclid Arcade, at 10 o'clock on the morning of June 20. The invocation was delivered by Rev. W. F. Rothenburger, of Cleveland, after which Homer H. Johnson, president of the Cleveland Chamber of Commerce, welcomed the delegates to the city, paying high tribute to the men who, he said, were the chief factors in the development of all industry and therefore deserved to reap a fitting reward for their labors.

J. F. Berkes, president of the Ben Franklin Club of Cleveland, extended a welcome to the delegates on behalf of Cleveland printerdom, stating that the Fellowcraft clubrooms would be held as the property of the visitors during the convention. This kindly hospitality was generally taken advantage of, and the delegates were enthusiastic over the treatment accorded them.

B. B. Herbert, editor of the *National Printer-Journalist*, responded to the addresses of welcome, and he paid a splendid tribute to the city of Cleveland, saying it was the first city in America in civic progress, and that its printers were abreast of that progress. Mr. Herbert related an interesting bit of history relative to the manner in which "Cleveland," named after the famous General

Cleaveland, came to be spelled without the first "a." The first newspaper published in the then village — the Cleveland *Advertiser* — could not get its full name over the first page in one line with the only type it had for that purpose. It was one letter too long. In this dilemma the editor resorted to the phonetic idea, and left out the letter "a." Later this became the recognized form of spelling Cleveland, and Mr. Herbert, therefore, claimed that a printer named the beautiful Ohio city.

After the conclusion of Mr. Herbert's response reports were made from State directors representing Illinois, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, Ohio, Oklahoma and Tennessee.

the present movement — how a handful of men had come together in Chicago about six years ago, and, through many discouragements, had kept up the good fight until finally a local organization of more than two hundred members had been established. It had cost him thousands of dollars out of his own pocket, but he felt fully repaid in the magnificent results that already had been achieved, not taking into account the bright future which is presented because of the work of those pioneers. Mr. Hartman did not fail to let his auditors know that if it had not been for the cost system established in his own office it would have been impossible for him to devote time and money to preaching cost-system gospel. His success as a



CHARLES FRANCIS,

Prominent leader in the Printers' League and first vice-president of the Ben Franklin Club of America.



J. STEARNS CUSHING,

President of the United Typothetæ of America, the oldest organization of employing printers.



WILLIAM J. HARTMAN,

President of the Ben Franklin Club of America, which has just held its first convention.

On the Shoulders of These Three Liberal-minded Leaders Largely Rests the Responsibility of Uniting Employing Printerdom.

The session concluded with the appointment of committees and the report of Secretary Allen, who covered the work done since the organization was effected at Chicago last October. Mr. Allen made a most comprehensive and impressive report, and it was well received by the convention.

The committees appointed are as follows:

Resolutions — Wallace (Indiana), Britt (St. Louis), Gardner (Ohio), Livingston (Minnesota), Brown (Illinois), Francis (New York), Booth (Kansas), Bowman (Oklahoma), Miller (Illinois).

Nominations — Charles P. Carl (chairman), R. M. B. Todd, W. B. Turley, J. W. Hastie and Julian Wetzel.

Thursday Afternoon Session.

Vice-President Francis, of New York, called the afternoon session to order. In introducing President W. J. Hartman as the first speaker he characterized him as a "man of all heart," giving him great praise for his unselfish devotion to the cost-finding movement.

Mr. Hartman spoke of "The Growth of Ben Franklinism." He related the incidents connected with starting master printer began only after he had established a cost system in his plant. Speaking of organization work, he deplored the fact that so far the printers had been unable to get together in one big organization. He realized there was a waste of energy, as the Typothetæ was in the same field and doing the same work as that being done by the Ben Franklin Club. But he was sanguine for the future in this respect and looked forward to the final accomplishment of the one organization for all commercial printers.

Charles G. McCoy, editor of the *Printing Trade News*, read a highly instructive paper on "Organization Progress of the Last Three Years." The figures given, relating to attendance at cost congresses and conventions, pictured the rapid growth of cost agitation, and how the educational campaign was gradually enveloping all of printerdom. Mr. McCoy took occasion to say a few good words for Robert S. Denham, the cost expert. He said that Mr. Denham was the originator of the cost-finding movement, and that printers owe him a debt of gratitude for the work he has done and is doing for the trade. For one, he believed it was time that organized members of the

printing and allied crafts made some acknowledgment of Mr. Denham's great service to the business.

"Better Prices" was the subject of an able paper by Ben F. Corday, of Cleveland. He called attention to the selling end of the business, emphasizing the necessity of having salesmen who can educate the buyer in the value of good printing, so that price would be of secondary consideration when an order is given to the printer. Better prices will come only when the value of good printing is appreciated.

Earl R. Britt, of St. Louis, struck a responsive chord in his audience when he declared that "self-help is the best philanthropy." Taking for his subject "The Spirit of Franklinism," Mr. Britt brilliantly depicted the life and character of the great printer, relating how he was able



J. F. BERKES,
President of the Cleveland Ben Franklin Club.



BEN F. CORDAY,
Of the Corday & Gross Printing Company, Cleveland.



CHARLES P. CARL,
Of the J. B. Savage Company, Cleveland.

Popular Cleveland Printers Who Reflected the Get-together Spirit of the Fellowcraft Club.

to retire at forty with a competence, and this in a day when printers did not have the aid of the remarkable labor-saving devices of to-day, which, he said, should be used with a view of increasing our profits rather than increasing our troubles. No printer, he declared, has imbibed the spirit of Franklin who is doing work at less than cost or even at a price that does not insure a good profit.

Henry L. Bullen, the librarian of the American Type Founders Company, closed the afternoon session with a paper on "The Boy," which, in the writer's opinion, is entitled to rank as a classic in its masterly treatment of the printing-apprentice problem. As this is a most vexing question, and as employers and journeymen are laying the blame on each other for the incompetents burdening the trade, Mr. Bullen's paper is presented in full elsewhere in this issue.

Friday Morning Session.

"Modern Problems" was the subject of Charles Francis, of New York, at the Friday morning session. He told of the work of the Printers' League in handling the labor problem, stating that peace had reigned in New York's printing-offices for seven years. The league has a contract with New York Typographical Union whereby all differences are settled by arbitration. Mr. Francis, honored and respected by printers everywhere, was a commanding figure in the convention. His influence is always exerted in the direction of harmony and good will among members of the trade, including both employers and employees, and he told the members of the Ben Franklin Club that it was his ambition to see the different organizations united and working for the common cause of trade elevation.

Herbert L. Baker, of New York, who is known to almost every employing printer of America, gave some most interesting and, to many, surprising figures in his address on "Pressroom Efficiency." He submitted reports from different pressrooms throughout the country in which it was evident that a great waste resulted from lack of efficiency, and carelessness. On top of this inefficiency, he declared, an absurd custom prevailed among printers of giving to purchasers of printed matter all the benefits accruing from improved methods and labor-saving devices. He was beginning to see signs, however, of a regeneration.

An encouraging "Message from the Southwest" was delivered by G. M. Booth, president of the Southwest Printers' Cost Congress. Mr. Booth's recital of the growth of cooperation among printers in that section of the country was most gratifying. At his home city — Wichita, Kansas — he declared the employing printers were so friendly and acted in such harmonious accord that they were in fact as one big family.

"Costs in a Newspaper Office" was the topic of an informing paper by Jens K. Grondahl, of Red Wing, Minnesota. In the absence of Mr. Grondahl, the paper was read by Secretary Allen. An important point made by the author was that many publishers are selling newspaper advertising space at less than the cost of composition of the advertisements. He urged that cost systems be installed in all newspaper offices.

J. J. Miller, of Chicago, closed the morning session with

an instructive address on "Machine Composition." He presented figures on the cost of linotype and monotype composition in many cities, which, he said, had been taken from actual cost records.

Friday Afternoon Session.

The set program for the afternoon meeting was somewhat disturbed by a discussion of second-class postage rates. Charles W. Burrows, head of the Burrows Brothers Company, the publishing and bookselling firm of Cleveland, and president of the National One-cent Letter Postage Association, was invited to address the convention on the proposal to increase rates on second-class matter. After tart replies by J. Clyde Oswald and B. B. Herbert, Mr. Burrows found himself in a hornet's nest, as the sentiment of the meeting was clearly opposed to the proposed increased rates.

J. C. Adderly, secretary of the Ben Franklin Mutual Casualty Insurance Company, recently organized, was asked to explain the purposes of the new company, which he did, outlining its plan and objects.

Getting down to the program again, C. Lee Downey, of Cincinnati, gave an address on "Proving and Using Costs," illustrated with charts.

Louis Becktold, of St. Louis, read a paper on "What the Ben Franklin Club Has Done for the Binders," by Henry Tentschert, of that city, who was unable to be present. Mr. Becktold departed from the paper on numerous occasions to emphasize the great good which had come to the binders out of the St. Louis Ben Franklin Club. He was frequently interrupted with laughter and applause.

"Efficiency" was the subject handled by Charles P. Carl, of the J. B. Savage Printing Company, of Cleveland. Mr. Carl favored speeding up machinery to its full capacity. He believed in getting returns from a machine before it had been superseded by a more improved device.

The well-known 'Gene Turner related some history concerning "Our Cooperative Fire Insurance Companies, Their Objects and Achievements," as related to the printing business.

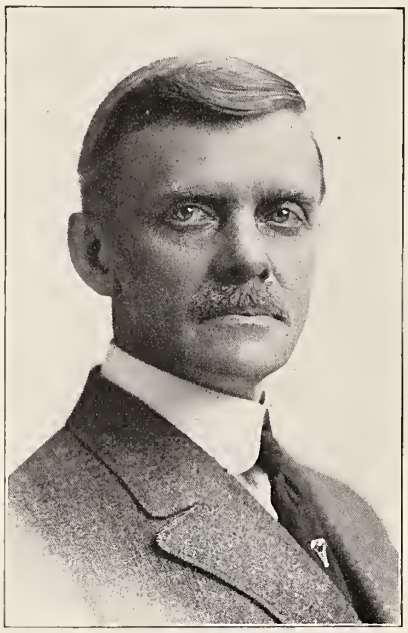
J. M. Thomssen, of Cincinnati, talked of "The Value of Printing Plants." He made a strong argument in favor of systematic record-keeping so that full recovery could be made in case of fire loss, or for the purpose of basing estimates of value when emergency required.

Special Session for Trade-composition Plants.

At the Cleveland Athletic Club on Friday afternoon a special session was held for those interested in typesetting-machine plants. John J. Miller, of Chicago, was chairman of the meeting. John W. Hastie, manager of the Western Newspaper Union, Chicago, who is a pioneer in the linotype-composition branch of the trade, was the first speaker. He gave some interesting history concerning machine composition in an address entitled "Trade Composition — Past, Present and Future." He was followed by Charles F. McElroy, secretary of the Cleveland Ben Franklin Club, on "Standardization of Measurements and Costs"; Joseph Hays, western manager of the Lanston Monotype Company, and L. A. Hornstein, publicity manager of the Mergenthaler Linotype Company, on "Trade Composition from the Manufacturer's Viewpoint."



J. S. MC MILLAN,
President of the McMillan Printing Company, Monroe, Michigan.



JOHN W. HASTIE,
Manager of the Western Newspaper Union, Chicago.



EARL R. BRITT,
President of the Britt Printing Company, St. Louis, Missouri.

Well-known Printers Who Delivered Instructive Addresses at the Ben Franklin Convention.

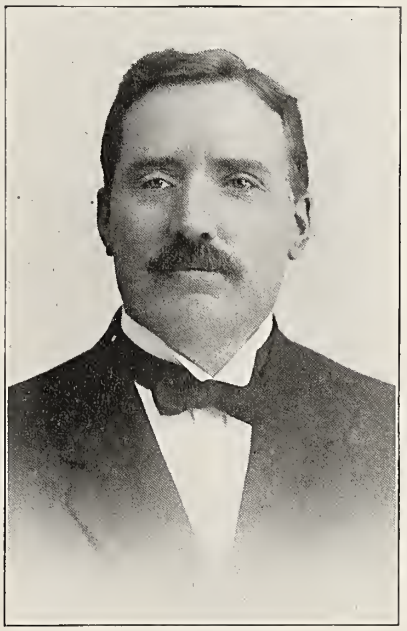
Friday Evening Session.

At 8 o'clock on Friday evening, F. J. Trezise, chief instructor of the I. T. U. Course in Printing, who has made his name known wherever printing is done, delivered his interesting and instructive illustrated lecture on "The Application of Design to Printing," which was received with deep interest by those in attendance.

Then came Robert S. Denham, the cost expert, who spoke on "Analysis and Corelation of Production and Expense." Mr. Denham seemed to be in fine mettle, making clear to his auditors the principles upon which his cost

system is founded. And from the close attention he received, the writer is satisfied he convinced the majority of his audience that Denhamethods are sound.

R. T. Porte, contributing editor of THE INLAND PRINTER and secretary of the Cincinnati Ben Franklin Club, closed the evening meeting with an address on "Costs in a Country Printing-office." Mr. Porte — who by the way is often mistaken for William Jennings Bryan — has a knack of riveting the attention of his hearers as soon as he reaches the platform. Although it was growing late and everybody was tired, the speaker finally drew the entire audience into the discussion of the problems of costs in a small printing-office. With chalk and blackboard he enumerated the different items entering into cost in an office valued at $2,000, and then asked his hearers to make the figures. In totaling it was found that the hour-cost in an office of this size was $1.02. It is very likely that some of the men who helped figure the cost were doing composition at 75 and 80 cents an hour.



ROBERT S. DENHAM,

Of Denhamethods fame, who elucidated the principles of his cost-finding methods in a speech before the Cleveland convention.



ROY T. PORTE,

Cost-system expert, who is solving the accounting problems of the small printer, and who spoke before the Cleveland convention.

Saturday Morning Session.

Chillicothe, Ohio, proved its right to recognition as a factor in the big reformation movement, through its eloquent Albert Scholl, who presented a most able paper carrying a title with three divisions — "Where My Profits Have Gone," "Ben Franklin," and "Fellowship." Mr. Scholl was frequently applauded in making the salient points of his address.

J. S. McMillan, of Monroe, of Detroit, and now of the United States because of his devotion to the cause of cost-finding, closed the speechmaking of the convention with his famous address on "Make-ready." "Mac" is a firm believer in the "make-ready" in all things, and he is of the opinion that if it were applied to the prospective owners of printing-offices there would be much less misery in the trade and more "ready" cash.

Reports of Committees.

R. F. Welsh, of Chicago, presented the report of the Cost Commission, which commended the resolution recently passed by the Cincinnati Ben Franklin Club urging that a meeting of cost experts be called for the purpose of standardizing the various systems now in use, and recommended that the meeting be called at the earliest possible date. In the meantime, the commission recommends the adoption of the Universal cost system by all shops not operating cylinder presses. For plants with elaborate equipment the Robert S. Denham system is recommended. The report was adopted.

The Resolutions Committee reported as follows:

That we reaffirm the principles adopted at Chicago, as follows:

Resolved, That the Ben Franklin Club of America pledge ourselves as officers, delegates and members, to use every effort to further this great cause. We pledge to the officers our earnest cooperation and support in the work of organizing and building up local clubs throughout the country, and the spreading of cost-finding information among all printers, whether members of this association or not.

Resolved, That the Ben Franklin Club of America continue its work in a spirit of amity and friendship for all whose purpose is to advance the interests of the printers of this country.

Resolved, That the Ben Franklin Club of America is formed for the benefit of all printers, especially the small printers, and we invite every printer and member of all the allied trades in this country to join this organization and help us in the work.

Resolved, That the president appoint a committee of three, to be known as the Efficiency Committee, whose duty it shall be to submit at the next annual meeting plans by which this association may assist its members in the securing of greater efficiency in their plants, and particularly in the education of apprentices.

Resolved, That this organization appoint a committee of five, whose work will be to devise plans by which we may assist the private plants to a better knowledge of trade conditions, and in other ways; and that this committee shall further report at the next annual convention some plan by which this association may assist those just entering the printing business to a knowledge of costs, customs and ethics.

Resolved, That the secretary be instructed to furnish to the trade-papers copies of such parts of the proceedings as he shall deem of general interest, and that the thanks of the Ben Franklin Club of America are hereby tendered to the trade-papers for the warm interest they have shown in this association.

Resolved, That we recommend that where a request for printing comes to a member of the Ben Franklin Club of America from an outside source, that cooperation with the local Ben Franklin Club where the work originates is recommended.

Resolved, That the Executive Commitee appoint the following Committee on Organization: Messrs. R. T. Deacon, Charles Francis, W. J. Hartman, G. H. Gardiner, Ford Wallick, J. S. McMillan, G. M. Booth and H. M. Livingston.

Resolved, That the Ben Franklin Club of America endorse all movements of such a nature as the mutual fire, liability and casualty companies, which are organized for cooperation in advancing the interests of our members.

Resolved, That the recommendation of the Ben Franklin Club of Cincinnati, for a conference for the adoption of a uniform method of cost-finding, be referred favorably to the Cost Commission of the Ben Franklin Club of America.

Resolved, That we respectfully tender to the Ben Franklin Club of Cleveland the cordial thanks of the Ben Franklin Club of America for their very kind welcome to their city and club on this occasion.

That we further tender our sincere thanks to the Fellowcraft Club of Cleveland for the use of their rooms, and to the ladies for their kindly welcome and attention to the comfort of our members.

That we gratefully accord to each and every reader of a paper, and to all participants in the work of this convention, our most hearty thanks for the invaluable assistance and information so unstintingly supplied at our sessions.

A resolution condemning the practice among some machinery builders of publishing high-speed records and low-hour costs as an inducement to buy their machines was later presented and the report of the committee as a whole adopted.

The Auditing Committee reported the records of the secretary and treasurer correct in every detail, stating it was "particularly impressed with the complete, systematic and businesslike manner in which the records were kept."

Election of Officers.

The Committee on Nominations presented the following names for election to the different offices, and its recommendations were unanimously adopted:

President — W. J. Hartman, Chicago.

First vice-president — Charles Francis, New York.

Second vice-president — J. F. Berkes, Cleveland.

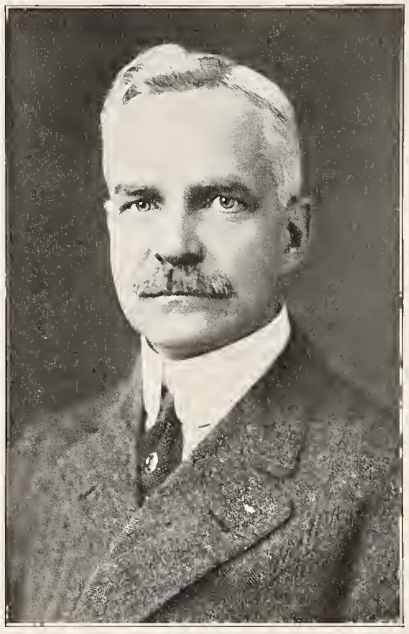
Third vice-president — J. K. Grondahl, Red Wing, Minnesota.

Treasurer — R. T. Deacon, St. Louis.

Directors — Illinois, E. C. Finch, Aurora; Indiana, Schuler Miller, Peru; Kansas, C. M. Booth, Wichita; Kentucky, W. P. Jobson, Louisville; Michigan, J. S. McMillan, Monroe; Minnesota, H. F. McDonough; Missouri, Warren Skinner, St. Louis; Nebraska, C. D. Traphagen, Lincoln; New York, W. H. Van Wart; Ohio, J. M. Thomssen, Cincinnati; Oklahoma, H. V. Bowman, Muskogee; Pennsylvania, J. J. McGinley, Norristown; Tennessee, George J. Haley, Chattanooga; West Virginia, E. S. Aleshire, Huntington; Wisconsin, F. W. Cantwell, Madison.

A supplemental report of the nominating committee paid a high compliment to Henry Allen, the able secretary of the organization, as follows:

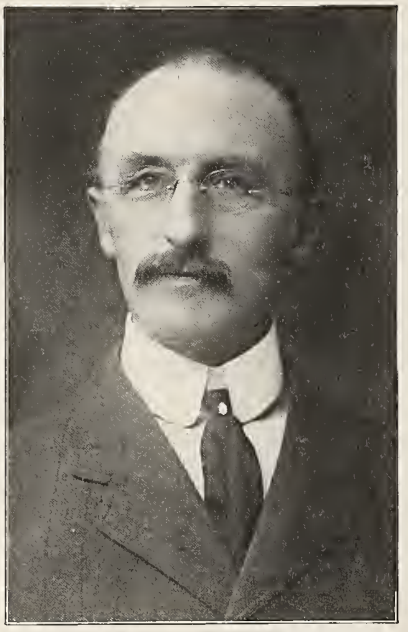
Your committee desires to go on record as commending the excellent service being rendered the cause of Ben Franklinism by Secretary Allen, and regrets it is not in its province to present his name for election, this being an appointive position, but takes the liberty of recommending to the Executive Committee Mr. Allen's reappointment to this position.



JOSEPH HAYES,
Western Manager of the Lanston Monotype Company.



LOUIS A. HORNSTEIN,
Publicity Manager of the Mergenthaler Linotype Company.



HERBERT L. BAKER,
Of the C. B. Cottrell & Sons Company, the press manufacturers.

Prominent Supply Men Who Spoke Before the First Convention of the Ben Franklin Club of America.

The One-organization Idea Makes Headway.

After the selection of Indianapolis as the next meeting-place, subject to the approval of the board of directors, Charles P. Carl, of Cleveland, sprang a surprise on the convention by submitting a resolution looking to the amalgamation of the Ben Franklin Club of America and the United Typothetæ. Mr. Carl made a valiant fight for his proposition. He stated he had been in consultation with Mr. McCoy, of the *Printing Trade News;* Mr. Oswald, of the *American Printer*, and A. E. Davis, secretary of the Pittsburgh Typothetæ, who had assured him that the Typothetæ would appoint a conference committee on amalgamation if the Ben Franklin Club would agree to do likewise. Mr. Carl's resolution, slightly amended, was finally unanimously adopted, and is featured at the beginning of this report.

On request of President Hartman, Vice-President Francis was called to the chair to close the convention, which

duty he performed in an admirable manner. With the declaration that he would do everything in his power to bring about a consolidation of national organizations, and predicting that next year the Typothetæ and the Ben Franklin Club would march into the same convention, he thanked the delegates in behalf of the officers for the splendid work they had accomplished at Cleveland.

The convention then gave three rousing cheers for each of its officers, and adjourned *sine die*.

The Entertainment Feature.

No visiting printer could have left Cleveland dissatisfied with the splendid entertainment provided. Every effort was made by the Fellowcraft Club to make for the comfort and pleasure of the visitors. The three principal features of entertainment were a "smoker" on Thursday evening, an automobile ride on Saturday afternoon and a boat ride on Saturday evening. All three were most enjoyable events, with the "Order of Pica" assisting wherever opportunity afforded.

Machinery and Supplies Exhibit.

The following concerns were represented in the exhibition hall in connection with the convention: Central Electrotype Foundry, Sigmund Ullman Company, Cleveland Folding Machine Company, American Type Founders Company, Allen Ink Distributor, Potter Proof Press Company, Chandler & Price Company, Hamilton Manufacturing Company, Graphic Arts Year Book, *Printing Trade News*, Multiform Outfits (Richards & Co.), A. G. Burton's Son, Miller Saw Trimmer Company, Chicago Lino-Tabler Company, Samuel C. Tatum Company, Charles Eneu Johnson & Co., Upright Grain Printing Base Company, Reliance Electric & Engraving Company, H. B. Rouse & Co., Philip Ruxton Company, and the Crump Process Embossing Company.

M. M. Daniels, of the Cleveland branch of the American Type Founders Company, was in charge of the exhibition and deserves credit for the splendid arrangements made. A redeeming feature was the fact that nothing looking like "graft" was permitted to be practiced. One well-known Cleveland printer remarked that this was the first time in the history of conventions that the supply man was given a square deal.

OTHER MEETINGS.

Canadian Northwest to Have Cost Congress.

At a recent meeting of the Calgary Master Printers' Association a committee was appointed to make arrangements for a cost congress to be held September 5 and 6 at Calgary and to include printers of Alberta, western Saskatchewan and eastern British Columbia. The cost congress committee is composed of the following Calgary printers: L. J. Hicks (chairman), H. R. Smith, secretary; M. M. Barr, E. Downing, W. R. Davis, and J. W. Young.

National Press Association in Annual Meeting.

The twenty-seventh annual convention of the National Press Association, held at the Sherman House, Chicago, June 24-27, was somewhat of a disappointment in the number in attendance, but was an excellent meeting from the standpoint of instructive addresses delivered and entertainment provided. Among the speakers were E. S. Boys, of the Plymouth (Ind.) *Republican;* Thomas Rees, *Illinois State Register;* A. M. Glossbrenner, Indianapolis; James Schermerhorn, Detroit *Times;* George H. Scruton, Sedalia (Mo.) *Democrat;* W. L. Nelson, Bunceton (Mo.) *Eagle;* Charles Dillon, professor of industrial journalism, Kansas Agricultural College; Walter D. Moody, William J. Hartman, Julius Schneider and B. B. Herbert, Chicago; H. J. Haskell, Kansas City *Star*, and Walter Williams, LL.D., dean of the School of Journalism, University of Missouri.

The election of officers resulted as follows: President, A. D. Moffat, Ellwood, Ind.; vice-president, John Clyde Oswald, New York; secretary, George Schlosser, South Dakota; treasurer, W. R. Hodges, Minnesota.

A six weeks' trip to Europe is planned for next year at the close of the convention.

First Maine Cost Congress.

On June 28 and 29, at Portland, the printers of Maine held their first State cost congress, with about one hundred and fifty in attendance. The success of the meeting was largely due to the untiring efforts of Harrie B. Coe, of the Printwell Printing Company, Portland, and Fred L. Tower, president of the Portland Typothetæ. Among the speakers were Chadwick P. Cummings, manager of the Philadelphia Board of Trade; Harry S. Neal, of Chicago, and Fred L. Tower, Harrie B. Coe and Novello Crafts, of Portland.

One of the resolutions adopted strongly recommended the adoption of the Standard Uniform Cost-finding System in all printing-offices in Maine.

Ohio to the Front.

Among the most active and enterprising cost-agitation bodies is the Ohio Printers' Cost Commission. S. H. Gardner, president of the Gardner Printing Company, Cleveland, and C. Lee Downey, of Cincinnati, president and secretary of the commission, respectively, are doing a splendid work for the cause, and it is expected that the second annual convention of the Ohio printers, which is to be held at Cincinnati on October 3, 4 and 5, will surpass in importance all other State meetings so far held. In addition to the convention an exhibition of printers' machinery and supplies will be held in the Machinery Hall of Music Hall building, which is expected to be the biggest exhibit that American printers have had the opportunity of seeing.

The *Cost Monthly Record*, which is published monthly by the commission, will be greatly enlarged in size during the next three issues and will be circulated in several surrounding States in addition to a thorough distribution in Ohio. The *Record* is a credit to its editors and publishers, and should be effective in attracting wide attention to the Cincinnati meeting.

GREELEY GRANDCHILDREN GET OLD FARM.

After litigation lasting twenty-one years the three surviving grandchildren of Horace Greeley — Dr. Horace Greeley, Nixola Greeley Smith, the writer, and Ida Greeley Smith, of East Orange, New Jersey — have been reinstated in possession of a farm consisting of five hundred acres at Buckingham Court House, Virginia. The farm, which is worth about $12,000, has been held by the Rev. Frank M. Clendenin, of Westchester, who got title to it by paying $12 in back taxes when the three grandchildren of the distinguished journalist were infants. The Rev. Mr. Clendenin married a daughter of Horace Greeley. Judge Hundley held that the tax title was invalid, and that the grandchildren were the rightful heirs.— *Fourth Estate.*

GOES WITH AMERICAN TYPE FOUNDERS CO.

Oswald Schraubstadter, of St. Louis, Missouri, who recently returned from a European trip with his wife, has gone to Jersey City, New Jersey, to take a position with the American Type Founders Company.

Productive Efficiency

BY R. T. PORTE.

The Starting Point.

A writer in a recent issue of the house organ of a cost-finding company takes a hard rap at many so-called efficiency experts; and, not content with that, he gives a swinging blow to the man in the front office. He writes as though he had something in his system and felt a good deal better after it was out. And no doubt he did; but he has not been reading this department any too carefully, or he would have known that all the points on efficiency of which he talks have been reiterated time and again. It is possible that he may have been reading what has been printed here and taken a cue from it.

His ideas are founded on a correct basis. Efficiency is not a thing that can be purchased — it is not a tangible quantity, but a condition which starts from the manager or head of the concern and is carried clean down to the messenger or errand boy. If any of the force lacks efficiency, or a desire to be of help to all the others so that they may work as a unit to produce results, there can never be complete efficiency in the plant affected.

The saddest blow the writer hit was the following little sentence, and it will not be a very popular one in some quarters, but hailed with glee in others:

> Efficiency is an education beginning with the head of the concern, rather than with the employees, for our workrooms to-day are far more efficient than our offices.

Not being content with this, he goes right on and delivers an uppercut, as follows:

> To undertake to obtain efficiency by dictating methods to the workmen would be as absurd as to try to build a house without a plan and construct the roof before the foundation.

And how true this is! So many heads of organizations, gathered around a good pile of "eats" and a bottle of wine, tell of the things their workmen do, and how they are giving the employer the worst of it, when in reality that man's business plainly shows a lack of efficiency in his own department. He must have the good will and cooperation of his workmen; but, first, he must be able to plan and arrange all the work so that there will be little friction. And last, but not least, he must have the knowledge of the cost of his product.

The first place to get efficiency is in the front office, and after that has been made the best possible, the workrooms come next.

The inefficient manager is the one who complains of his help "loafing" on the job. The efficient manager is the one who knows his costs, keeps a finger on the results, plans the work from the moment it enters the shop until completed, and, if there is a hitch, blames himself and corrects the fault for the future.

"Gab" and "cussing" won't correct evils; thought and knowledge, with courage and sense, only will bring results.

Increasing Human Efficiency in Business.

When you are tired, discouraged, restless, worried, get a brown taste in your mouth, your heart feels weak, liver not working good, no silver clouds or golden strands in sight, get a comfortable chair, old penny pipe, and read Walter Dill Scott's book, entitled "Increasing Human Efficiency in Business." Turn to the chapter on "Relaxation," then read successively the chapters on "Pleasure" and "The Love of the Game." If by this time all the world does not seem brighter, if your nerves do not tingle because of a desire to go out and meet the problems of the world, call the undertaker and depart, because you are absolutely "a dead one."

Here is a work that is the best spring tonic I have ever gotten hold of, and the only thing I have against it is that it made me break the Sabbath.

I had all the feelings mentioned at the beginning of this article and a whole lot more, when I sat down to peruse the book. I read and read, and then I came to "Relaxation." After finishing this chapter I decided I needed something of the kind, and immediately betook myself to the ball game, where for a couple of hours I thoroughly enjoyed seeing the "Reds" lambaste the "Cards" and win. Then I was ready to do some real hard work, but I felt so kindly to the book that I did not dare that day to write about it, as there is no telling what harm would have come of it.

Efficiency is such a broad subject that one volume can hardly contain even a snatch of it. Yet sometimes a sentence tells the whole story; and the one great sentence of Professor Scott's work is this:

"Men noted for efficiency almost never appear to be hurried."

What a subject! What a topic to write on! And how well the author does it, and what lessons in efficiency he brings to us.

And then again, in "The Love of the Game," he brings out so clearly the idea of doing things worth while, and I have to quote again from the book:

"Few things so stimulate a boy as the feeling that he is responsible for a certain task, that he is expressing himself in it, that he is creating something worth while."

Here is getting the right attitude toward your work, the feeling of doing it for more than the wage — the love of the game.

The workman, the clerk, the accountant, the manager, the foreman, the proprietor, all can find here something of value and help. It is a tonic for the worn-out man — it makes him take account of himself and tackle the job in the right spirit.

It will do you good. Try it.

PRINTERS pay too much attention to the other fellow and too little to themselves.— *Ben Franklin Monthly.*

25th Anniversary

26th Annual Convention
United Typothetae

Fourth International Cost Congress

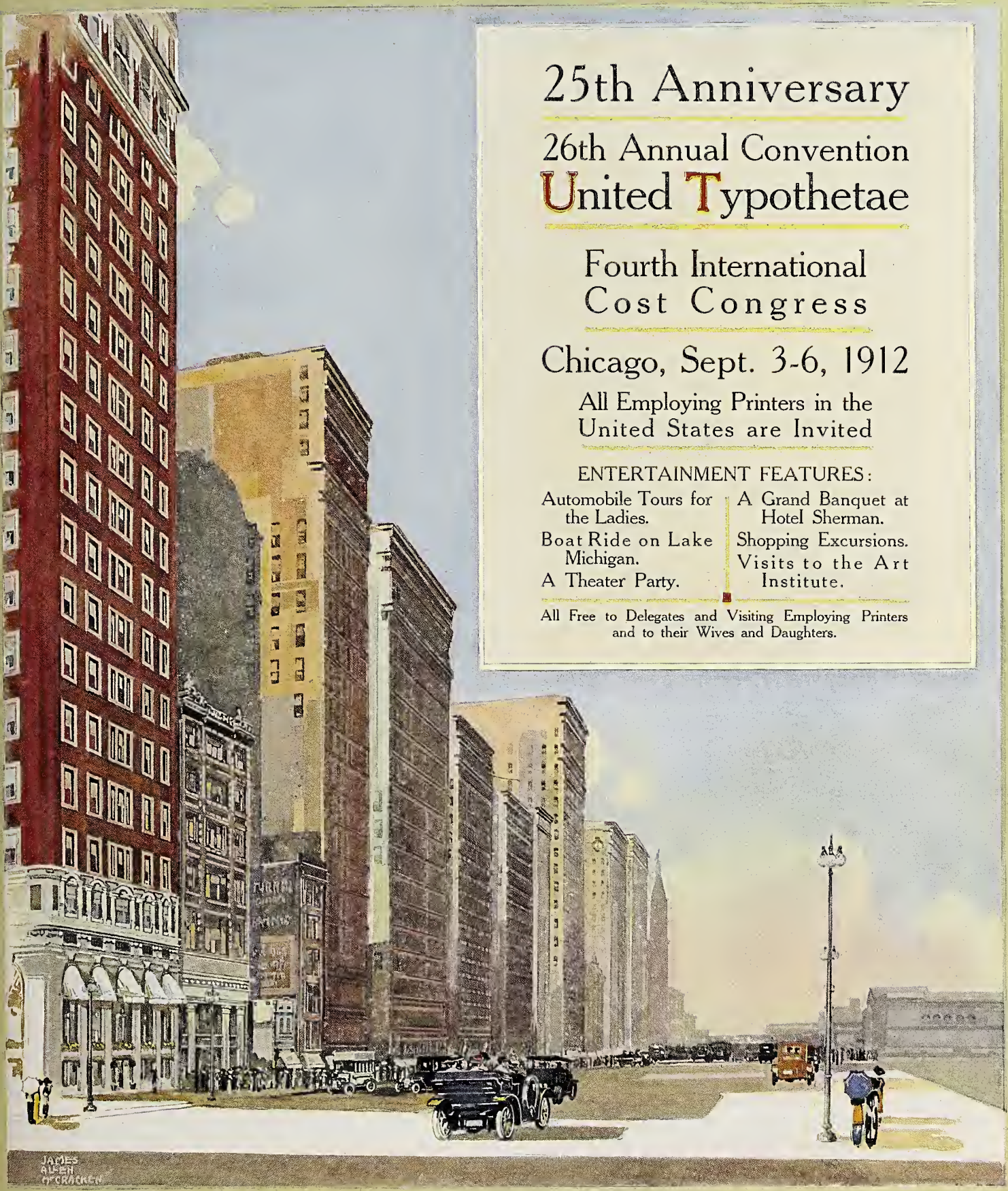
Chicago, Sept. 3-6, 1912

All Employing Printers in the United States are Invited

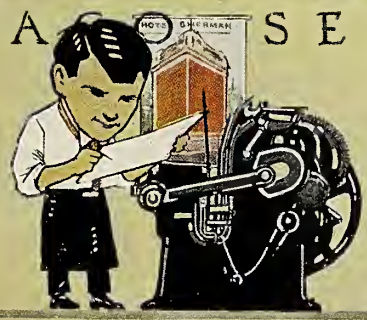
ENTERTAINMENT FEATURES:

- Automobile Tours for the Ladies.
- Boat Ride on Lake Michigan.
- A Theater Party.
- A Grand Banquet at Hotel Sherman.
- Shopping Excursions.
- Visits to the Art Institute.

All Free to Delegates and Visiting Employing Printers and to their Wives and Daughters.



CHICAGO SEPTEMBER 3-4-5-6 1912



ARTHUR E. SOUTHWORTH
President Chicago Typothetae

WILLIAM A. GRANT
Chairman of Committees

United Typothetae of America

Twenty-sixth Annual Convention

CHICAGO, ILLINOIS

September 2, 3 and 4, 1912

Programs of the Typothetae Convention and of the Cost Congress

Monday, September 2

Meeting of Executive Committee.

Evening, Informal Reception, Hotel Sherman.

Tuesday, September 3

Opening of the Convention—9.30 A. M.

Invocation and Greetings by Rev. Frank Smith.

Address of Welcome by A. E. Southworth,
President Chicago Typothetae.

Response by President U. T. A.

Appointment of Committees.

Presentation of Banners.

Tuesday, 2.00 P. M.

"Organization Work in the South." R. P. Purse, Chattanooga, Tenn.

"The Results a Cost System Should Bring" F. I. Ellick, Omaha.

Discussion led by F. J. Scott, Minneapolis.

"High Class Printing in the Small Shop" Harry S. Stuff, Seattle, Wash.

Wednesday, September 4

9.30 A. M.

The Convention will meet in Executive Session.

11.00 A. M.

Reports of Standing and Special Committees.

2.00 P. M.

Henry Porter, Boston. (Subject to be Selected.)

"Development of the Organization on the Pacific Coast." I. H. Rice, Los Angeles, Cal.

"The Importance of Job Printing to Other Lines of Business." C. S. Pike, Jacksonville, Fla.

"Preserving Property by Using It" Alfred J. Ferris, Philadelphia.

"Sick and Accident Insurance" Ed. L. Stone, Roanoke, Va.

Selection of Place of Meeting.

Election of Officers.

Fourth International Cost Congress, Sept. 5-6

Thursday, September 5

9.30 A. M.

Opening of the Fourth International Cost Congress.

Report of the Chairman of the Cost Commission.

"What Constitutes the Standard Cost Finding System and Distribution of Overhead Burden."

To be followed by general discussion.

2.30 P. M.

"Trade Customs."

"Machine Composition."

"What Constitutes Office Corrections? Are They Chargeable or Non-Chargeable?"

Resolutions presented by Cost Commission followed by discussion.

Friday, September 6

9.30 A. M.

"Composing Room Efficiency."

"Press Room Efficiency."

"Bindery Efficiency."

"Scientific Management."

Cost and Method

BY R. T. PORTE.

"An Accounting System for Printing Concerns."

This is the title of a work written by Walter Jobson, of the Jobson Printing Company, Louisville, Kentucky, and is evidently intended to supply an accurate accounting system that will furnish the necessary information as to department expenses for cost-system purposes in a printing-office. Mr. Jobson has gone into it very thoroughly, and the plans he illustrates will all lead up to the information wanted.

One point Mr. Jobson has forgotten is that the printer has a horror of bookkeeping, and, while not denying that his idea is a good one, it is too complicated for the average printer. His book is advanced accounting. What the printer needs is the A B C (possibly with the C left out) system to keep his books. While the book is quite understandable to one familiar with accounting, it is about as clear as mud to the average printer. It may, however, set him to thinking and lead to having some capable person start a system of accounting for him along the lines laid down, which indeed would be a profitable result — but it will take additional "educational" methods to bring this about.

It is a good sign, however, that this sort of book is being published; it shows an awakening on the much-needed business side of the printing industry, and is a far greater thing than a lot of the rot and rubbish on "how to run a printing business," published in years gone by.

This is a forerunner of many books along this line, it is to be hoped, and I trust they all will be as welcome as this meaty volume, so well done and in the right spirit.

"Blackmail."

The most despicable of all men is he who uses his knowledge to extort money, or anything else, from another. The man who does this is repugnant to every right-thinking man, and when shown in a true light every one's hand is against him, and when possible the law is evoked.

But there is a species of blackmail that the law is not able to touch — most unfortunately — and the printer in the small country town is a sufferer because he does not use the power at his hand to strike the blackmailer and show him up for what he really is. But the awakening among the printers is steadily going on. They are beginning to realize their power, and it is to be hoped that the time is not far distant when the blackmailer will be made to hunt his hole.

The blackmailer covers his tracks very nicely by saying it is all a matter of business — that price talks. But he is in the position of the robber who, with a gun, forces the printer's hands in the air while he goes through his pockets; as the genuine old-fashioned blackmailer, with the "incriminating documents" and threatened arrest or something else as terrible, unless the other stands and delivers.

Put in its right light, the above is a true picture, but it is softened down to something like this:

The country merchant or banker in some manner receives samples of printing with *low prices* from a city printer, and then he calls in his country printer and asks him to match the prices. The country printer throws his hands in the air, and lets the customer rob him by this blackmailing method, and never does a little investigating or tries to defend himself as he should.

It is a fact that one country merchant had kept a set of samples for over ten years, and held them as a club over his printer for all that time, until the country printer happened to go to the city, and found out that the low-priced printer had not been in business for nine years. And during all that time he had been blackmailed on every job of printing that he had done for that customer.

It is not necessary to write much about the different forms that this blackmailing takes, nor its viciousness; nor would it do any good to write this if there were not remedies, and very simple ones, any one of which is effective. Some of the remedies for blackmail of this kind are as follows:

Remedy No. 1 — Don't be bluffed! You have your newspaper, and can say, "Go ahead, but remember, Mr. Man, I can tell this to every customer you have, and see what they think of a man who says 'patronize home merchants' and buys out of town. It is a question for you to answer." True, this is blackmail, too, but like must meet like, and this should be a very effective self-defense.

Remedy No. 2 — Copy the name and address of the printer and write to him direct, and ask how he can do it. Ask him to show you how to, and make money at the game. Tell him the true facts — that the price he sent out did not get him the business, but forced other printers to meet his price; that it was unfair competition, and he could get as much work at a great deal better price, as many printers meet the price, win or lose, and that work would come his way at correct prices, because distant fields always look green, and many would buy away from home for that reason. But, for the love of Mike, tell him to get a decent price.

Remedy No. 3 — Many of the printers who sent out these low prices a year or two ago have quit, owing to the introduction of cost systems, as they found the results unsatisfactory and they were losing money on the work. Investigate a little on this score, and then call the merchant's bluff, and tell him to order to-day at those prices. You will find he will hesitate, as, ten chances to one, he has already written in an order and found the price raised, and uses the old prices on you to try and blackmail you into meeting prices that are out of date and can not be obtained.

Remedy No. 4 — Many prices given are on specialties, for which some printer has put in special machinery and built up a business. Such a printer puts his imprint on the goods, and the country printer should take the address and write to the specialty printer and become his agent in

that territory. One printer did this, and now adds $100 to his yearly income in commissions from the specialty printer. He could not possibly meet the competition, so turned it to profit to himself and the tables on the blackmailer by being wise, and getting a little of the rake-off.

These remedies should prove effective, and stop the practice of blackmailing. The main point is not to be scared, and back up your goods with merit, and show your customer the stuff that is in you. Look upon him as he is — a blackmailer — and the disgust that comes from knowing one of his kind will help you to show him up and get for your work the right price without quibble.

Our Friend the Politician.

When you want to read something that will make you real "tired," dig up, somewhere, a speech made by the average politician to the laboring man, and you will in a few minutes get quite enough.

The other day, in picking up a daily paper, the following was printed as part of a speech from some world-solving-idea politician, the name of whom is forgotten, as it should be. It is a sample of what those fellows evolve when they get right down to it:

> Sometimes when I talk with manufacturers I realize how true it is that they study every piece of machinery that they are dealing with except the human machine. A man will dismiss an employee if he overdrives a delicate machine; he will see to it that it does not suffer a too great strain of work and motion. Yet he will not dismiss a superintendent if he puts an intolerable strain upon the muscles and the nerves and the spirits of the man whom he employs. He doesn't realize that we can throw machines upon the junk heap and make new ones.

My, my, my! Biff, boom, bah! Wave the flag, and down with the downtrodders of the human race!

No more ridiculous speech or part of a speech could come from a man who claims to have interviewed manufacturers. He must have interviewed them in his sleep, as there is not a manufacturer living that does not know the life of a machine, and wants to get from it every ounce of product possible so that it may go to the scrapheap when its time comes. Most of the machines today are so automatic in their operation that they need but general overseeing and knowledge of their mechanism; the machine will do the rest. Every element possible of handwork is done away with, as the average manufacturer well knows that the product of a machine may be fairly gaged in product, but the human machine will vary from day to day. And the more automatic and delicate the machine, the higher the wage paid the man to operate it — as the expense of the machine is such that unless the product consists of a certain amount in a given period there will be no saving in cost over the former hand method. The machine must run at its capacity, and a man of experience must be paid to handle it.

The foolishness of not "overdriving a delicate machine," to one who has made any study of costs, is almost as big a joke as could be perpetrated. But the one about not dismissing a superintendent who puts an "intolerable" (note the fine word) strain upon (more fine words) the muscles, the nerves, and the spirits (not the kind the politician uses) of the man, is blathering idiocy! You can't pick up an employer's paper of any line of business in which will not be found talk of efficiency, and emphasis is always laid on the fact that an employee who does his work easily, steadily and quietly accomplishes the most in the end.

The politician is living in an age gone by. If he desires to know something of modern methods of manufacture, he should visit some of the great factories where real productive efficiency is featured, and then he'll have a different line of talk.

But, on the serious side, these talks do a real harm to the man who really wants to bring about efficiency in his plant, as the workmen view the new ideas with suspicion, and wonder "what is there in it" for them. It is such rot spread broadcast that hurts, because it reads better than hard, cold facts, and makes the workman think he is not being treated right. No doubt there are many cases where he is not, but the great efficiency movement is growing, and it is doing more for the workman along its quiet lines than all the rubbish and hot air the politician can evolve in a century.

Two Jobs and Their Cost.

Printers without a cost system do not grasp the full meaning of "knowing the cost of a job." It is hard in words to express what is meant, as well as to explain that the cost system shows up the losses as well. They seem to get the hazy idea that the cost system is some stunt to make them raise prices, and don't quite grasp all the meaning or intent of many of the speakers who endeavor to preach cost systems. The nonsystem printer wants some way of knowing what prices to charge, but can't understand why the cost system should show a loss, and if it does, what is to be done with it.

Jobs done under a cost system often come out with a loss; and this can not be helped, as conditions surrounding the workmen may have been such that it could not have been produced except at a loss, as previous records under favorable conditions showed what a right price should be. But the man with the system knows; the one without doesn't know. That is the great difference.

To cite a simple example of this kind, the costs on 500 business cards, 4 by 2⅜, with 6 lines of display, will be taken. One day such a job was produced in an office with the following record:

	Cost.
Stock, 9 sheets cardboard	$0.27
Cutting, 15 minutes, at $0.75	.18
Composition, 25 minutes, at $1.20	.50
Jobbers, 25 minutes make-ready, at $0.75	.31
Jobbers, 20 minutes running, at $0.75	.25
Delivery	.10
Total cost	$1.61

The very next day a similar job came into the shop, and the records showed a very different result, yet the jobs on the face of them were about the same, and the same man who set the first card set the second. The cost record showed the following:

	Cost.
9 sheets cardboard	$0.27
Cutting, 20 minutes, at $0.75	.25
Composition, 50 minutes, at $1.20	1.00
Jobbers, 40 minutes make-ready, at $0.75	.50
Jobbers, 20 minutes running, at $0.75	.25
Delivery	.10
Total	$2.37

This shows a loss, as compared with the other job, of 76 cents. Comparing operations, the cutting took five minutes, composition twenty-five minutes and make-ready fifteen minutes longer on the one job than on the other. Yet these jobs were alike as two peas and for obvious reasons would be reproduced. Of course more could not be charged for the second job than the first, and a loss must be borne on the second job. Such things as these the cost system shows up, and there is no "system shop" but can show something of this nature.

To the printer who has no system it seems unbelievable, but when he puts in one and such things come to view, it makes him sit up and "take notice," and wonder how many jobs in the past have come out the same way and if that is not the reason why he has not made the money he should have made. He knows, with a system, on what jobs he sustains a loss, and can therefore do something to correct this sort of thing. Without a system, however, he is walking in a blind alley, and knows nothing of what is going on.

If for nothing else, a cost system is valuable for showing up just such things as illustrated above. It is as important to know the jobs without a profit as those with a profit.

Estimating.

THE INLAND PRINTER receives numerous requests for estimates on first one thing and then another, and the great majority of them are for jobs already completed, but the printer seems to be in a quandary as to what is a correct price on the job. All these show plainly the need of cost systems in printing plants.

The man with a cost system does not need an estimate of this kind. He knows what it costs him to produce the work, and doesn't care what any one else may think about it.

The smallest number of requests for estimates comes from those who want THE INLAND PRINTER to figure on a job that is about to be done, and to know what a correct price would be. This looks easy, and we have methods whereby a very careful estimate, fairly correct, can be made. But how do we know what the man's costs are? Even if he sends us his wage rate, that does not help. His cost for composition may range from 90 cents to $3 an hour. We can't guess that, and have no means of knowing. The best we can do is to tell what a certain shop would do the work for — that is all. The price may be right or may be wrong, and may be produced at a profit or a loss by the one who requests the estimate. If he has a cost system, he can tell; but without one, how are we or he to know?

Practically no requests for estimates come from shops with a cost system. They realize all this, and know how impossible it is to give a price. Requests sometimes come as a matter of curiosity, asking for time on certain operations, but never for a price.

A general survey of the entire situation leads to a belief that the average no-system printer still has estimating, price and cost all in a jumble and can't clearly see their difference in the whole situation.

We regret to say it, yet must frankly confess, that we believe too many printers are too lazy to try and obtain information themselves. They want to shove the price question along to some one else, and try to get a "price" system instead of a "cost" system.

The only solution as seen now is the old one of putting in a cost system, and then taking a course in estimating that will give you means of ascertaining in advance the time of different operations in a job, using your costs to figure out a price.

If any one else has a better one we would be glad to hear of it.

Costs in a Small Job Shop.

Scattered through the country are thousands of small printing-offices, with one, two or three persons employed in them. There are probably more within this range than any other, and an interesting thing is the proposition of costs in such offices.

One office in a large city, with three persons employed, is running a cost system with a wonderful degree of success, and should be an inspiration to thousands of others.

The shop is owned by two young men who started only a short time ago, and they employ a boy to assist them. The entire shop is worth only $1,000, and consists of one 12 by 18 and one 8 by 12 job press, a twenty-five inch paper-cutter and a couple of stands of type, with a desk, small safe, etc. All three work, the partners taking turns at "office work," soliciting and working in the shop. Several unsuccessful attempts were made with a cost system, but finally they secured the right one, and, without a hitch, the system worked. They know the cost in each department, but for the purposes of this article the expenses were all lumped together and an hour-cost found, making a simple proposition and easy to understand. On a valuation of $1,000, their expenses were as follows for one month:

Proprietors' salaries	$160.00
Paid employees for the month	48.45
Rent	18.00
Heat and fuel	2.00
Light	1.00
Power	2.96
Insurance and taxes	1.50
Interest on investment	5.00
Replacement	8.78
Interest on purchase contract	.75
Bad accounts	5.00
Spoiled work	10.74
Office stationery and postage	1.20
Telephone, etc.	7.72
Organization dues, INLAND PRINTER and other trade-papers	3.10
Water, soap, towels, etc.	1.10
Rollers, gauge pins	1.25
Wrapping paper, twine, paste, etc	1.25
Lye, gasoline, rags, etc.	1.50
Miscellaneous expenses	6.33
Interest on bank balance, outstanding accounts, etc.	2.40
Commissions and discounts	1.00
Total	$291.00
Total chargeable hours for all these for the month	316
Net cost per chargeable hour	$0.92

This is a remarkably low cost, and yet to many it may seem impossible to get. The young men who conduct this shop, however, do not experience much trouble in getting this price, although they are situated in a neighborhood where they are surrounded by a dozen cheap printers who cut their prices all to pieces. That does not worry them, and since the system has been running they have quit working nights, take Saturday afternoons off and attend the weekly luncheons of their club. In addition they have raised their salaries $5 a week, paid off their debt, and only yesterday the writer was informed that every bill they owe is paid before the 15th of the month, so that discounts are taken advantage of. No other printer in the neighborhood does this, and only one other belongs to the club.

How ridiculous, after knowing these facts, is the old cry of "We can't get those prices!" or "We will lose the work!" The trouble is, the printer making such a cry is scared and lacks the nerve to ask what is right for his work. You don't find these young men crying about losing a job; they are not lying awake nights thinking about a note coming due. They are hustlers; they know what their work costs them, and they are out after a profit.

Of such stuff will the future printers of the country be made. And a good healthy crop is already springing up.

EVEN the highest order of ability minus initiative is as useless as the most powerful Mallet locomotive without a throttle.— *New England Character.*

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

The High-light Process Again.

L. LePointe, Montreal, asks: "Will you be so considerate as to explain to me what the procedure is when the half-tone screen is used in the printing-frame to secure the high lights. I want this for the offset press. The press owner tells me it is so done in England and made the recommendation that you know all about those things. For this knowledge, receive the assurance of my consideration."

Answer.—The offset-press owner is right. This method of making high-light half-tones has been in use in Europe for some years, and is the subject of a patent in Germany. The method is to make a rather thin dry-plate negative of the copy, or use a continuous-tone negative made on either wet or dry plates. A half-tone screen, one of the regular cross-lined pattern, is first laid in the printing-frame and the continuous-tone negative laid upon it; then in contact with the film side of the latter is placed the sensitive photolithographic paper or sensitized metal plate or stone. Now the whole is exposed to an arc light, the distance of the arc from the sensitive surface to be calculated by the thickness of the glass on which is the continuous-tone negative, and by the pitch of the screen. The coarser the screen used the nearer the arc light must be. The spreading action of the light is brought about either by moving the arc in a circle parallel with the screen or moving the frame in a circle parallel with the light. The whole method is a rather clumsy way of reaching high-light effects, to attain which there are simpler methods which previously have been described in this department.

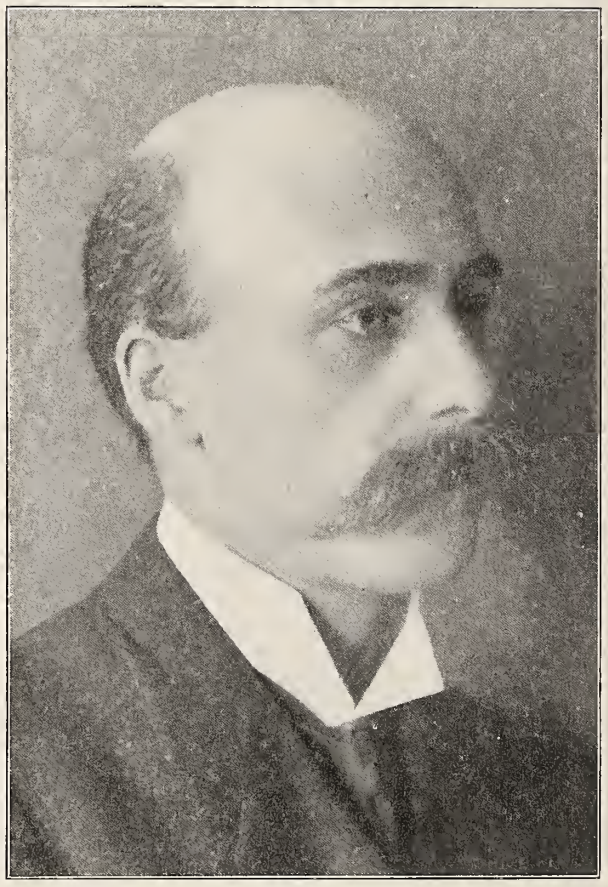
Loss of Detail in the High Lights.

G. W. Lewis, New York, says: "I have been reading with interest the Process Engraving department in your publication for many years, and have noticed from time to time discussions as to the best-shaped diaphragms to use. As I understand it, the stops known as 'Horgan stops' are to be used only on newspapers, and that for general use the round stops are recommended. What I would like to know is, why do we lose so much detail in the high lights in half-tone negative-making—for instance, in the folds of the light dress or the clouds in the sky in the flat proofs enclosed?"

Answer.— The cause of the loss of detail complained of will be better understood if we will consider what would happen if these pictures were copied without a screen. Then the skilful photographer would use a stop that would reproduce the copy sharp to the corners. If he used too large a stop he would lose detail in the high lights of the sky and dress, as shown in the prints submitted. In half-tone negative-making photographers are using a large stop to close up the dot in the high lights, but too large a stop to photograph the detail sharply, particularly at the edges of the plate. No larger diaphragm should be used than would cut the picture sharply, without the half-tone screen, if all the detail is to be preserved.

Authority on Three-color Processwork.

The work of A. J. Bull is well known to readers of this department through the many references to his splendid researches in three-color processwork. For his portrait we are indebted to Alfred Birch, of London.



A. J. Bull.

For nearly ten years Mr. Bull has been the scientific expert at the London Common Council School of Photo-engraving and Lithography, and the results of his researches have been given freely to the process world, so that we are all his debtor.

Mr. Bull's most valuable work has been in the direction of dyes for light filters, and in the investigation of

the most suitable dyes for bathing dry plates to render them sensitive to special colors. The use of panchromatic plates as applied to direct color reproduction may be said to be the outcome of these school investigations. One English firm of dry-plate makers became famous by following out the suggestions made at this school and adopting them in its panchromatic plates. The use of esculetin for light-filters is one result of Mr. Bull's researches. He also designed a special camera for testing lenses, and one of the practical advantages of this public school in London is that any one can send a lens to the school to be tested. In the same way color-filters are tested and any other scientific research work done without cost to the process-business houses of London. Mr. Bull is still a young man, so that the most valuable portion of his contributions to the process world is to come.

Publicity Necessary for Photoengravers.

Frank P. Bush, of the Bush-Krebs Company, Louisville, Kentucky, voiced an important need, in his resolution, during the closing hour of the photoengravers' convention at Boston, calling for publicity in the trade-papers of the findings of the convention. The convention had been in session for four days. The long addresses and proceedings recorded by the official stenographer were being turned over for record, a month later, in the official bulletin of the association, to be read by photoengravers only, while their customers would know nothing of their findings as to costs or their recommendations for the future that all of their customers should get an honest deal. These recommendations could only be made known to publishers — their customers — through journals like THE INLAND PRINTER, which for eighteen years has maintained a department exclusively for processworkers. This department, by the way, has been continued with increasing interest, while other publications devoted to photoengraving have started and failed. And publicity is the need of the photoengraving industry now — local publicity, like that referred to by E. J. Ransom in his address on "The Art and Science of Photoengraving," delivered before the Winnipeg Advertising Club, and then printed and circulated in neat pamphlet form; or general publicity, like that being obtained by Zeese-Wilkinson, a firm that sees the value of publicity and is already securing a rich harvest from it. Engravers have been making the products of all other lines of business known, and neglecting themselves. They could so advertise their business as to educate the public to its importance and the great training and artistic skill required in producing their work. This advertising should be done first of all in their business-cards, stationery, circulars and bill-heads, and then in addresses before trade organizations and in advertising in the trade journals.

Half-tone Posters.

"Lithographer" asks how the half-tone posters are made that he finds with dots about nine to the inch.

Answer.— The customary method is to make as brilliant a half-tone negative as possible with, say, a 150-crossline screen. This half-tone negative is put into a special enlarging camera for positive-making, and a positive is made from it enlarged four times, which brings the dots to 37½ to the inch. This positive is put in the same camera, and a negative made from it, enlarged four times, which brings the dots to about nine to the inch. From this enlarged negative the print is made on stone, metal or photolithographic paper, as required to produce the poster.

The Old-fashioned Etcher.

To the Photo-chromotype Company, Philadelphia, we are indebted for this most realistic picture of the old-fashioned etcher at work. How well we all recognize him, only this workman is in ideal surroundings compared with that of many an etcher who will see this illustration. He has at least the possibility of breathing some pure air, while the bench and floor is not giving off deadly fumes from wood being destroyed by acid drips. Why it is that local boards of health or the workmen themselves did not



Where Metal and Lungs Are Corroded.

object to these unsanitary conditions is surprising. Now these conditions are unnecessary. Etching machines have arrived that are acidproof, and prevent acid fumes from escaping into the workroom, so that the operation of etching can be carried on in a tiled room as is done by the Butterick Company, New York. If the powder box is enclosed, as has been recommended in this department, there is no reason why the etching-room should not be as clean as the camera-room. The etching was always the dirty part of the photoengraving business — the workmen engaged at it soon became careless about their surroundings and their personal appearance. These conditions the machines are changing. A better class of workmen are already attracted to the etching, for it need be no longer ruinous to hands, clothes and health, and an improvement is seen in the quality of the work wherever the etching machine is introduced.

Negative Collodion Base.

"Operator," Winnipeg, writes: "As an old and constant reader of your Process Engraving department I would like to know the experience of other operators with negative collodion base. I have been working it successfully for the last year, but lately have had some trouble with it in getting density. It also works slow, the negatives being weak and thin. Have varied the formula in

different ways without improvement. I hope to see something in your department on the subject."

Answer.— The trouble with your collodion base is that the manufacturers are substituting cheaper ingredients for those first used. What it needs is possibly more guncotton and iodid of ammonium. Try these additions and see if it does not work improvement.

Ammonia in Sensitizing Solution for Zinc.

J. H. W., Boston, asks if ammonia is really necessary in the sensitizing solution for zinc, and he encloses the following clipping from *Process Work*, by C. Blatchford: "What possible reason there can be for the addition of ammonia to the albumen solution for sensitizing zinc is difficult to imagine. It is one of those superstitions with which processwork is riddled. The addition of ammonia to bichromates changes them back to chromates, which accounts for the change in color, the bichromates being dark yellow and the chromates light yellow in solution. Now the chromates do not yield up oxygen as readily as the bichromates, and therefore the use of ammonia necessitates giving the prints more exposure, and even then the albumen is not rendered very insoluble, with the result that the lines in the print tend to rub rotten in developing. Practice agrees with theory in this matter, for experiments that I have just made demonstrate the immense superiority of the solution, without ammonia, over that with it."

Answer.—In this country we began the use of ammonia in the bichromatized albumen solution for three reasons: We found it increased the speed of the solution by changing its color from a nonactinic orange to a straw color, which gave less obstruction to light in printing; then some of the bichromates we used were not strictly neutral. When slightly acid they etched the zinc while drying the solution on the metal; and then, as we used polished zinc to flow the albumen on, it held better to the plate when slightly alkalin. In England the zinc plate is grained before sensitizing, which helps to make albumen or glue solutions adhere better to the surface of the metal.

THE POSTOFFICE AND THE PRINTER.

Political interests and the science of government seem to have little in common. No more striking proof of this fact can be adduced than the struggle between the periodical publishers and the Postoffice Department over the question of second-class matter. The controversy has become complex, loaded with technicalities and trivial details, and the principle involved — the conception of the fundamental duty of government — has been lost sight of.

Education is the keystone of the arch that supports the fabric of the commonwealth — not merely scholastic education, but that education that makes men cognizant of events, of processes, of methods, pertaining to this particular service in which they are engaged to earn their bread and to contribute to the service of their country.

The printing-press — the crystallizer and disseminator of ideas — the apotheosis of the spirit of freedom — is the first power moving toward the development of the commonwealth. All others have been subsidiary. It has supplied the books for the schools. The people have taxed themselves for the schools, so that the poor man's child is educated as a matter of concern to the State and nation.

But the living, pulsating, eventful daily life required something more than books. Commerce, art, science, invention, could not expand through books alone. Industry, thrift, study, a passion for knowing, are not common. They are more uncommon than common. To encourage these virtues to an impressive degree is necessary, and a truly intelligent and liberal government conceives this to be true.

No man or group of men, however devoted, could hope to bring to a very widely distributed people the daily, weekly or monthly information they needed, to persuade these people of the value of knowing, and to establish the habit of reading.

The collecting and preparing of such information is costly, its private distribution expensive and difficult, and the cost to the possible reader, if he could be persuaded to be a reader, would be almost prohibitive.

To encourage the dissemination of information among the people, the Government authorized the Postoffice Department to establish a rate for carrying and distributing printed matter under various classifications.

The Postoffice Department of the United States has reported a deficit for many years. The Postmaster-General lays the cause of the deficit to the low rate at which second-class matter is carried.

Without at this time inquiring whether this assertion of the Postmaster-General is sustainable or not, the question that is before us is:

Will the loss that must devolve upon the commerce, trades and liberal arts be cleared by covering the deficit in the postoffice appropriation and loading it on magazines and periodicals?

The principle at stake for the Postoffice Department is a business principle: To make a profit on a small margin, increase the gross business. To increase the losses, contract the business and raise the prices.

No more vital question has been before the printers of this country at any period than this. The postoffice authorities have adopted a destructive policy. Just what this policy is will be found in "Postal Riders and Raiders," just issued by the Independent Postal League, 5037 Indiana avenue, Chicago. In its pages will be found authenticated reports on the conduct of the Postoffice Department. There is here collected a mass of evidence that every printer and publisher should read — and act on. The book will be sent free to any printer or publisher making request for it under his business letter-head.

CHANCE TO SEE THE OLD PICTURESQUE SOUTH

At Camp Hill, Alabama, is located a southern industrial institute which is designed to bring boys and girls of remote districts and archaic surroundings into touch with modern life.

One of the means of doing this is industrial training of a rudimentary character, and among the classes is one in printing. The equipment of the office is crude and antiquated, and we hope some day to have one of the boys tell the story of the school in his own way.

Until now the school has not had a practical printer on its staff, but the superintendent would like to get in touch with a printer of good character to take charge and give the boys training in the art. The official organ of the institute — the *Industrial Student* — says: "Somewhere there must be a man of fine character who can not live North on account of the extreme cold or who prefers the southern climate to the northern."

If any reader who can fill the bill feels inclined to go to Camp Hill, either for the preservation of his health or to see the country, or for the experience, he can obtain further information by writing Lyman Ward, Camp Hill, Alabama.

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Scholarship Contests.

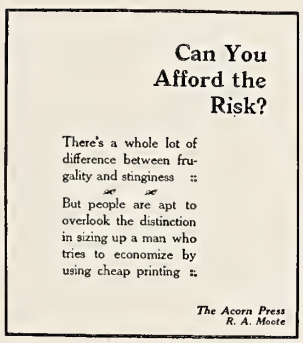
In a letter from the Flatonia (Tex.) *Argus* the publisher writes: "We have thought some of putting on a contest for a scholarship or two, in Texas schools, and doing the work ourselves. If consistent give me any information on contests that you have on hand." There is no reason why you can not conduct a subscription contest yourself, but your first contest will probably not be your most successful one, as there are many things that you can only learn and improve upon by experience. You can probably secure the scholarships you require in exchange for advertising, and you should have two or three good big offers, so that there will be something for those who finish in second and third places. Unless you do this some one is liable to start off with a big lead and the others will be discouraged, and the result will not be a contest at all. In addition to this you should have perhaps five additional scholarships in one or more business colleges to go to those who fail to win the leading prizes. Do not attempt to run the contest without keeping the contestants fully posted — a "blind" contest will not cause any enthusiasm. Publish the standing of contestants in every issue and use some means to keep contestants from holding back subscriptions. One way is to offer attractive money or merchandise prizes to the ones who turn in the most during stated short periods of perhaps a week or a month. The point system is probably the best basis for awarding the prizes, giving a certain number of points for each subscription of three, six and twelve months. One of the best ways to start the contest is to describe it fully for perhaps a month in advance, publishing an entry blank for those to use who are interested. A subscription contest conducted along these lines can be made a great success, but it needs constant attention and enthusiastic boosting. Probably more depends upon the enthusiasm of the man in charge than upon any one thing in connection with it. He must have a faculty for interesting new contestants and keeping their interest.

"From Head to Stick."

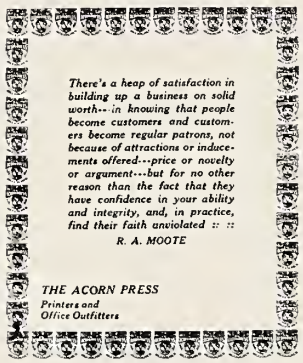
Reproduced herewith are four ads. (Nos. 1, 2, 3, 4) set by C. V. Buttelman, "from head to stick." These are selected from a large number of equally good ads., each containing a sound argument why the reader should patronize the Acorn Press, of Jackson, Michigan, with which Mr. Buttelman is connected. The printer who has the ability to set ads. without copy, except such copy as he may have dimly outlined in his head, has one advantage — he can fit the length of his argument to what is necessary to make a well-balanced ad., and when he sees that a display line is necessary he can put in one of the proper length. But there are very few compositors who can combine the two faculties, and Mr. Buttelman is to be commended for not only setting good ads., but writing them as he goes along.



No. 1.



No. 2.



No. 3.



No. 4.

Ads. set from "head to stick" by C. V. Buttelman, Acorn Press, Jackson, Michigan.

Result of an Increase in Rates.

Publishers who are hesitating to increase advertising rates when they really think they should have more money, fearing that they will lose business, will be encouraged by the experience of the Grand Rapids (Mich.) *News*. On July 1, 1911, just a year ago, the *News* increased its rates twenty-five per cent. The first six months of 1911, before the increase, the total number of inches of advertising carried was 98,624. The first six months of 1912, when the increased rate was in force, the total was 122,895 inches, a gain of nearly twenty-five per cent. Thus the *News* not only did not lose business, but it actually gained in volume as well as in price. When a paper really has good ground for asking more money for its advertising, if it comes out

boldly and increases its rates, this progressiveness is the best kind of an advertisement, and new advertising will be secured just as easily, and the increased revenue from old advertisers who stick will more than make up for the loss on any who may drop out.

Setting Ads. in Icelandic.

Probably it is just as easy to set ads. in Icelandic as it is in English — if you know how — but it looks harder. A large number of well-displayed ads. were sent in by S. A. Johnson, of the Winnipeg (Man.) *Lögberg*, one of which (No. 5) is reproduced. This ad. in the original was



No. 5.— An Icelandic ad. by S. A. Johnson, Winnipeg (Man.) *Lögberg*.

four columns wide, and was set in a rush, as Mr. Johnson explains that the copy is never received from this advertiser until just a few hours before press time. The heavy black border harmonizes with the cut at the top (which, by the way, is badly worn), and Mr. Johnson uses good judgment in each of the ads. of this company in setting the balance of the ad. well in from the heavy rule.

Used "The Inland Printer" Reproductions.

Several ads. were reproduced in the June issue of THE INLAND PRINTER, showing what was accomplished with pressboard cuts by Alfred Steinman, of the Modesto (Cal.) *Herald*. Mr. Steinman immediately procured these reproductions and two of the ads. reproduced herewith (Nos. 6 and 7) show that he put them to good use. No. 6 is an ad. for the advertising department of the *Herald*, while No. 7 shows how two of the cuts were used to secure good-sized space from a local advertiser. Mr. Steinman says: "I took a proof of the cuts on a sheet of paper, drew a rough dummy for an ad., filled in a few display lines and showed it to the advertising manager of the store. He wrote an ad.



No. 7.— Reproducing reproductions of ads. from THE INLAND PRINTER.

for it, saying it was 'good live stuff.'" It is such use of gray matter on the part of aspiring advertising men that produces higher salaries for themselves and adds dollars to the dividends of the publisher.

Keeping Track of Ads.

Every newspaper has more or less trouble in keeping track of ads. that are scheduled for various dates, or do not run consecutively, and all kinds of plans are used to obviate trouble. Too often, however, the foreman depends upon his memory to get ads. in on the right dates and in the correct positions, and when a mistake is made it usually costs several dollars. It is true that wrong insertions can usually be made up by publishing the ad. over, but some expense is attached even to this, and frequently a case occurs where it is impossible to make up a wrong insertion, and then the lack of system in keeping track of such ads. is keenly felt. In order to avoid these losses, J. F. Bolen, of Taylorville, Illinois, who for twenty-five years has been handling the



No. 6.— Reproducing reproductions of ads. from THE INLAND PRINTER.

make-up of newspapers, devised a record book which in a most concise manner shows the dates on which each ad. is to be published, and if the record is carefully kept there can be no excuse for omissions. There is a page for each day in the week, and when an ad. is once entered there is little

additional work required aside from a few check-marks. This "Foreman's Ad. Record-Schedule," as Mr. Bolen calls it, sells for $1 and will undoubtedly save its cost almost any week on the average daily or weekly. The book can be purchased of The Inland Printer Company.

Thirty-eighth Anniversary Number.

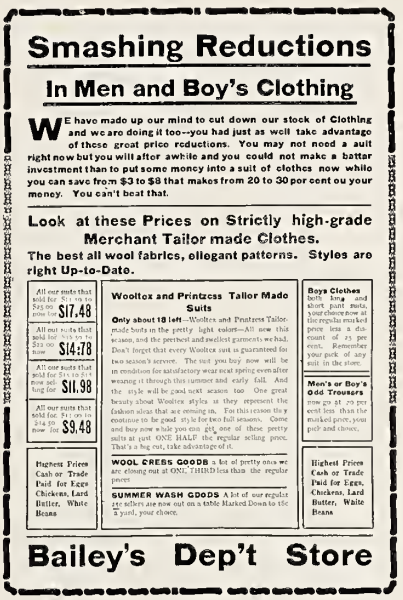
Upon the completion of its thirty-eighth year the Altoona (Pa.) *Mirror* published a "Thirty-eighth Anniversary Number" that was a credit to the publishers from every standpoint. An interesting feature was a full page of letters from regular subscribers, containing "anniversary greetings," crowded full of all kinds of commendation. The *Mirror* recently moved into a new home, and this special issue contained a complete and interesting description of the various departments.



No. 8.— Double-column ad. by Charles H. McAhan, St. Joseph (Mo.) *News-Press.*

Criticism of Ad. Display.

Every month brings a large number of ads. submitted for criticism, and nearly always these ads. are well displayed, indicating that the compositors who set them are students of typography and are anxious for honest criticism in order that they may reach the highest possible perfection. Nearly every month Charles H. McAhan, of the St. Joseph (Mo.) *News-Press*, sends samples of his work that have been commended from time to time. I have no criticisms to offer on his last lot, but one of his ads. is reproduced (No. 8), as it is a fair sample of his work and will undoubtedly give some good suggestions to other compositors who are interested in this department. This was a double-column ad. in the original and the first feature that appeals to the printer is that it is well balanced throughout. There was not enough room to run the rule around the cut, and the ad. is more attractive as it is. The lines which are brought out are the proper ones to attract attention: "Vests, $2.10," "Shirts, $1.10," and "Neckwear, 25c, 50c." The use of smaller type for the three lines below "$2.10" was a good plan and could often be used to advantage. The change of size has a tendency to secure a reading of these lines, on account of the contrast, and many times a paragraph may be used in this way, giving it almost as good an effect as if it were set in display type. Oscar H. Givler, of the Minonk (Ill.) *News*, sends several copies of his paper with a request for criticism on the ads. His work is all good, but there is one thing which it would be well to avoid, and that is the setting of an entire ad. in one series of type, where there is considerable body matter. It is better to set the body in roman or in some letter of lighter face than the display in order to afford proper contrast. This is particularly true where the series of type selected is condensed or even slightly condensed. I am reproducing an ad. set by W. W. Preston, of the Ord (Neb.) *Journal* (No. 9), which bears out what I have just said. If the first paragraph of body had been set in roman of the same size, or even a little larger, it would have been much better. This ad. was set by Mr. Preston in two hours and ten minutes, which was certainly very good time. His other ads. are all very nicely displayed, and there is nothing about them to criticize. Ralph C. Hartson, of the Vancouver (B. C.) *Province*, has some very good ideas of display. No. 10 is a sample of his work and shows a departure from the usual panel effect. Not only the cut, but the signature, it will be noticed, is outside of the rule. H. F. Bridgewater, of the Springfield (Vt.) *Reporter*, submits a full-page ad. that lacks only one thing to make it very creditable — a good, strong display line. There are about six display lines which, while not all of the same size, are still too much alike to afford proper contrast. If the date-line had been brought out stronger, and one of the lines near the top very much bolder, the ad. would have been improved immensely.



No. 9.— Advertisement by W. W. Preston, Ord (Neb.) *Journal.*



No. 10.— By Ralph C. Hartson, Vancouver (B. C.) *Province.*

An Enterprising Missouri Weekly.

It is not often that a weekly paper in a town of four hundred people shows as much enterprise as the Sheridan (Mo.) *Advance*, when it issued special four-page papers a few minutes after the result was known at both the Republican and Democratic conventions. Mr. Taft was nominated at 7:22 P.M. and at 8 o'clock the *Advance* was out with the complete story. In addition to this the office furnished a free bulletin service by long-distance telephone from each convention. The bulletins were brief but frequent, often following each other at intervals of from one

to five minutes. Grant City, only a few miles away, was also furnished with these bulletins by telephone, and that this service was appreciated was attested by a special letter


8 o'clock Edition THE SHERIDAN ADVANCE. EXTRA

Extra——CONVENTION——Extra

TAFT IS NOMINATED!

COLONEL'S DELEGATES STAND PAT FOR HIM

Taft Nominated at 7:22

EXTRA!!

BULLETINS

WILL START NEW PARTY?

Choice of Republican National Convention

3 o'clock Edition THE SHERIDAN ADVANCE. EXTRA

Extra——CONVENTION——Extra

WILSON THE CHOICE!

NOMINATED ON THE FORTY-SIXTH BALLOT

WILSON 990; CLARK 84; HARMON 4

Missourian After Obtaining Clear Majority of Convention Loses Out

EXTRA!!

A "BRYAN FOUGHT-TO-ORDER" CANDIDATE

BULLETINS

First pages of two special editions of *The Sheridan Advance*, Sheridan, Missouri, announcing the presidential nominations.

of commendation addressed to Hon. D. C. Simons, editor of the *Advance*, and signed by thirty-six prominent business men. The first pages of the two special issues are reproduced herewith.

Good First-page Arrangement.

Reproduced herewith is the first page of the Minonk (Ill.) *News*. Here is an arrangement for a six-column page that it would be difficult to improve upon, unless possibly


THE MINONK NEWS

HONOR FLAG DAY

LAFT MEN CONTROL

DIED OF APOPLEXY

First page of the Minonk (Ill.) *News*, showing its impressive arrangement of news items.

the heading in the fifth column were moved over to the sixth, and a double-column head placed over columns 3 and 4. One of the most pleasing features of this page is the selection of type. It is neither too strong nor too light and the different sizes go together very nicely. The gothic used for the second and third parts of the display heads is very suitable for the first part of the double heads, and the antique used for the second part of the latter also does very nicely for the single heads. Still another good feature of this page is the large number of separate news items. The reader can not avoid being impressed with the fact that this issue of the *News* is full of news.

Charging Extra for Changing Ads.

Here is a request from a publisher for the experience of others who are charging extra for changing ads. He explains his situation as follows:

> We are contemplating an increase in our local advertising rates. We have already succeeded in raising the foreign rates somewhat in proportion to the increase of costs during recent years, but because of local conditions the rate to home advertisers has not been changed. But it has got to go up, and we are writing you to ask if you have ever heard of a plan (and, if so, of its success or failure) whereby the advertiser is charged extra for composition.
>
> The thought has struck us that a charge of something like 3 to 5 cents a column inch would be a substantial increase in the rate we would receive, and at the same time would be fair to both us and the advertiser. The composition of ads. is the most direct expense attaching to them, and a charge for the work would help pay the wages of the men who do the work. Then if a customer runs his ad. more than once, or runs an all-electro ad., he gets the benefit, which seems fair to him. Cuts in ads. would, of course, be charged for the same as if the space were filled with type.
>
> If you have any data on the subject we should be glad to receive the benefit of your knowledge. Or, if you care to publish this request in THE INLAND PRINTER (without using our names, please), perhaps some of your readers can give results of actual experience along this line.

Personally I believe the move this publisher proposes to make is a step backward. The custom of charging an extra price an inch for changing advertising was used to some extent years ago, when advertising was not such a strenuous and competitive matter. The object to-day of every publisher is to get results for his advertisers, and in order to do this it is important that the copy should be changed frequently. It is better to hold an advertiser when you get him, than to get him at a low rate and then lose him because he fails to get results. I hope that publishers who have used or are using a rate of this kind will write me fully of their experiences. This is a subject in which I am sure many readers of THE INLAND PRINTER are interested and a thorough discussion of it would be profitable to all.

PRINTING MACHINERY AND SUPPLIES EXHIBIT.

One of the most complete and interesting printing machinery exhibitions so far held in connection with newspaper and printing-trade conventions was conducted at the Sherman House, Chicago, during the convention of the National Press Association, June 24-27. The arrangements were in charge of W. H. French, of Barnhart Brothers & Spindler, who is to be congratulated on the splendid represensation of leading printing machinery and supply houses taking part in the exhibition. Following is a complete list, with notation of the displays made:

Barnhart Brothers & Spindler: Special interest was shown in the Universal chase lock, a unique device just placed on the market, which it is expected will do away with untold annoyance in locking up the different sizes of chases on flat-bed presses; brass galleys which are made to even-pica measure; steel furniture, electric-welded chases and other labor-saving devices. A display of sheet-steel office furniture attracted considerable attention, as it is something new in this line, the desks and cabinets being wholly of metal. A linotype-metal furnace, heated by gasoline, was shown to be practical. The exhibit was in charge of W. H. French and Fred A. Crapo.

Eastern Sales Company, Chicago: The genial president — James A. Townsend — was in direct charge of the Vandercook proof presses, which have recently made such an impression upon printerdom.

American Type Founders Company: Steel and wood cabinets and stapling machines were the center of attraction in this booth. A handsomely printed catalogue was distributed illustrating the strong points of the Boston wire stitchers, which were a part of the exhibit. Charles P. Soulé, the Western manager of the company, was in charge.

Keystone Type Foundry: J. D. Bergbreiter looked after the interests and exhibit of this concern. Steel furniture for composing-room, pressroom and bindery, in which the Keystone Type Foundry is now specializing, attracted the interest of visitors.

Roberts Numbering Machine Company, Brooklyn, New York; John Barnes demonstrated the strong points of the numbering machine made by this company.

Eclipse Folding Machine Company: The New Model Eclipse attracted keen interest on account of its strength and simplicity. W. C. Horr, the general manager, was in charge of the exhibit, and the little folder distributed recounted some of the things the New Eclipse will do. It also explained the new features which have been adopted in its construction.

William Freund & Sons, Chicago, presented a handsome display of embossed work and steel and copper plate engraving. Floyd B. Hartman represented the company.

F. P. Rosback Company, Benton Harbor, Michigan, was represented by F. P. Rosback, Jr., and Will S. Menamin. The Rosback Rotary Perforator was kept in operation to prove the many claims made for it.

The Crump Embossing Process Company presented a display of work done on its engraving machines, which are operated by the Embossing Process Company, the Chicago licensee, at 638 Federal street, Chicago. D. M. Vandawalker looked after the company's interests, distributing a circular that urged the delegates to beware of infringement on patent rights covering the process and product of printing known as the " Embossotype Process."

Wetter Numbering Machine Company, Brooklyn, New York: William A. Porter, the secretary and treasurer of the company, was kept busy showing visitors the excellent features of the Wetter type-high numbering machine, which has attained a world-wide reputation for reliability and accuracy.

A. G. Burton's Son, Chicago, makers of the Universal-Peerless perforator, was represented by Charles A. Burton, who demonstrated the machine which is so favorably known from the Atlantic to the Pacific and in all countries where printing or perforating is done.

F. Wesel Manufacturing Company, Chicago: B. O. Henning and E. H. Erick represented this well-known concern. The feature of the company's exhibit was an electric proof press.

Miller Saw-Trimmer Company, Alma, Michigan: H. G. Miller and C. E. Evans pointed out to visitors the many labor-saving features of the saw that bears the name of this company.

Star Tool Manufacturing Company, Springfield, Ohio, makers of " Tools of Quality for Particular Printers," had on exhibition the Star tee square, which is graduated to pica, nonpareil and inches; it also displayed 14 and 18 inch line gages. The famous Star sticks were included in the exhibit. The affable E. P. Marsh was in charge.

The Challenge Machinery Company, Grand Haven, Michigan, was represented by John D. Rerick and B. S. Hanson, who demonstrated the Advance lever paper-cutter, with its new-style frame, and its reputation for easy cutting and serviceability.

Stationers' Engraving Company, Chicago: A display of engraving was exhibited that spoke volumes for the grade of work turned out by this concern.

A. F. Wanner & Co., Chicago, exhibited the well-known Potter proof presses. Color proofs from these presses, showing perfect register, were distributed among the visitors. George H. Simons was in charge of the exhibit.

Latham Machinery Company, Chicago: Monitor wire stitchers and the celebrated Monitor numbering machine were a part of the exhibit. E. C. Latham directed the demonstrations of these devices.

The Thompson Type Machine Company, Chicago, had in operation, under the direction of L. C. Coffelt, the Thompson typecaster, which casts five to forty-eight point type from linotype, compositype and electrotype matrices. This is the typecasting machine that is now used in all of the foreign countries as well as in America.

H. B. Rouse & Co., Chicago, was represented by Henry L. Rouse. The exhibit consisted of lead and rule cutters, mitering machines, linoslug cutter, Rouse Universal blocks, register hooks and bases, Rouse measure, composing-sticks, etc. This booth was especially interesting to visitors.

The Wanner Machinery Company, Chicago: Golding job presses were on exhibition, the center of attraction being the new large-size jobber recently placed on the market.

Hamilton Manufacturing Company, Two Rivers, Wisconsin: Book and job galley cabinets were the feature of this exhibit. The name " Hamilton " has become so well known to printers that visitors to the booth felt entirely at home, and the display received more than ordinary attention.

The Samuel C. Tatum Company, Cincinnati, Ohio, exhibited the Tatum Paper Drill, which is noted for the perfect holes it drills through two inches of paper. B. V. Colburn demonstrated the machine.

J. W. Butler Paper Company, Chicago: An array of interesting samples of this well-known concern's leading paper products was in charge of E. A. Julius. A display of Jonathan bond — now so widely used for commercial stationery — was a feature of the exhibit.

J. O. Richards, of Albion, Michigan, had a large display of " Multiform " productions.

Written for THE INLAND PRINTER.

COLLEGE TRAINING FOR JOURNALISM.

BY HARRY E. RIDINGS.

HORACE GREELEY doubtless would be much disturbed at the widespread interest in college training for newspaper work were he to-day the powerful New York editor he was years ago. It was Mr. Greeley who said the only possible way to become a good newspaper man was to begin by "eating ink and sleeping on paper." Maybe this was true in Greeley's day; practically all the lawyers of his time had become such by reading law-books in the office of some older lawyer, and the doctors had gained the first knowledge of their profession by years of constant study in the office of a practicing physician.

College training for journalism had until very recently a strong supporter in another able New York editor, perhaps one as influential as Mr. Greeley in his day — Joseph Pulitzer, of the New York *World* and the St. Louis *Post-Dispatch*. His influence for college-trained newspaper men is still much felt. Mr. Pulitzer's bequest of a million dollars to found a journalism school in connection with Columbia University, New York city, is concrete evidence of his belief in the efficiency of the college-trained man in newspaper offices.

The word "journalism," as applied to most of the twenty or so schools of journalism which have come into existence in the last three or four years, has required some defense. Scarcely any man in active newspaper work — particularly if he be a competent, experienced man, well out of his "cub" days — would consent to be called a "journalist." He insists he is a newspaper man, or a reporter. The term journalist sounds to the veteran like straining for a "high-brow" effect.

The founders of these schools of journalism were aware of the prejudice against the name when they chose it. But when a school or course of study is a part of a great university or college, it must naturally be molded to some extent by that institution. And the scientific men in these institutions of learning demand accurate names; a name must include all that it is meant to imply. If a school is to do more than train reporters for newspapers, then it must have a name which includes more.

Journalism, at least in the sense the more elaborate schools use the term, includes practically everything connected with a newspaper or periodical outside the mechanical work of printing — and a few of the schools have printing plants and give students an opportunity to set type and feed presses. Some of the men and women in most of these schools plan to become magazine writers — some writers of fiction, and others to do feature work and special articles. Several already have gone from the schools to trade publications, particularly agricultural weeklies and monthlies. Advertising is of large importance in at least one school, the University of Missouri. Students are taught the principles underlying the writing of advertisements, and the ways in which newspapers and magazines procure advertising, and how large manufacturers plan national advertising campaigns.

So it will be seen why these schools are called journalism schools rather than simply schools giving training for newspaper work.

The most pretentious beginning which any of these schools of journalism have made undoubtedly is that of the Pulitzer school at New York city, by virtue of its large endowment. As its director, has been called a man from a high place in the newspaper world — Talcott Williams, editor of the Philadelphia *Press*. The school will open in September.

The advisory board of the Pulitzer school is composed of these men: Whitelaw Reid, proprietor of the New York *Tribune;* St. Clair McKelway, editor of the Brooklyn *Eagle;* Melville E. Stone, general manager of the Associated Press; E. P. Mitchell, of the New York *Sun;* Samuel C. Wells, of the Philadelphia *Press;* George S. Johns, editor of the St. Louis *Post-Dispatch;* Charles R. Miller, of the New York *Times;* Victor F. Lawson, proprietor of the Chicago *Daily News;* Gen. Charles H. Taylor, editor and proprietor of the Boston *Globe;* Samuel C. Bowles, proprietor of the Springfield (Mass.) *Republican.*

No women will be admitted to the Pulitzer school. This decision of the advisory board is contrary to the practice of most of the other journalism schools, and has been the cause of considerable editorial comment by newspapers and periodicals. Detailed announcement of just what the school intends to undertake has not been made. Representatives have visited others of the leading schools, and it is understood the plans of the Pulitzer school will be announced soon. It was contemplated by the board to disregard, for a time at least, the field of country journalism and train men only for metropolitan newspapers and magazine work. And along with this idea it was believed best to admit to its classes only men holding degrees from universities and colleges of standard rank. This requirement for admittance, however, has been abandoned.

The School of Journalism at the University of Missouri is the only one now which confers a distinct degree upon its graduates. The degree of bachelor of science in journalism has been awarded there the last four years. The school was established the fall of 1908, and one man — Charles Arnold, now on the copy-desk of the St. Louis *Globe-Democrat* — received the degree in the spring of 1909. The course at Missouri was then a four-year course, but Mr. Arnold had been graduated the year before from the academic department and devoted his entire year to journalistic work.

One woman and about eighteen men have been graduated from the Missouri school with the bachelor-of-science-in-journalism degree. The one woman graduate is Miss Mary Paxton, now doing general reportorial work on the Kansas City *Post* and considered one of the best reporters on the staff.

The University of Missouri school (at Columbia) now requires two years of regular college work for entrance to the journalism classes. But this requirement is placed only on those students who expect to obtain a degree. Students who care to take the work for the benefit they can receive from it, without having the privilege of the "sheepskin," may enter the school without the two years' college work; all classes in journalism will be open to them the same as candidates for a degree.

The universities of Wisconsin, Kansas, and the State of Washington offer work in journalism which takes rank with the half-dozen or so best schools in the country. In a number of other schools in which journalism courses are offered, however, the work is placed more nearly on a plane with history, or mathematics, or physics. A few schools have given to journalism the same emphasis and distinction as is given to law, or medicine, or engineering, or agriculture.

Instruction in journalism is offered at the following schools: University of the City of New York and the University of Pittsburg, in connection with schools of com-

merce and economics; Indiana University, at Bloomington; University of Illinois, Urbana; University of Wisconsin, Madison; DePauw University, Greencastle, Indiana; University of Colorado, Boulder; Ohio State College, Columbus; University of California, Berkeley; University of Virginia, Charlottesville; Pennsylvania State College, at State College, Pennsylvania.

Journalism schools are soon to be opened at the University of Texas, at Austin, and the University of Oklahoma, at Norman. Instruction in writing articles for farm papers is given at the Kansas State Agricultural College at Manhattan, Iowa State College at Ames, and Wisconsin Agricultural College at Madison.

HOW IT GOES.

"Well, George," said the president of the company to old George, "how goes it?"

"Fair to middlin', sir," George answered. And he continued to currycomb a bay horse. "Me an' this here hoss," George said, suddenly, "has worked for your firm sixteen years."

"Well, well," said the president, thinking a little guiltily of George's seven-dollar salary. "And I suppose you are both pretty highly valued, George, eh?"

"H'm," said George, "the both of us was took sick last week, and they got a doctor for the hoss, but they just docked my pay." — *Woman's Home Companion.*



HATS OFF!
Photograph by Major Lee Moorehouse, Pendleton, Oregon.

Written for THE INLAND PRINTER.

DETERMINING THE SIZE OF TYPE FOR A GIVEN SPACE.

BY RICHARD C. GREEN.

OCCASIONALLY a printer has need of knowing exactly the amount of space necessary for the straight matter of a certain job or advertisement; or in what size type he must set the straight matter in order to fill a certain space. For such emergencies it is easy to memorize these figures — 23, 16 and 11. There are about twenty-three words of ordinary eight-point roman, two-point leaded, to the square inch. There are about sixteen words of ten-point leaded to the square inch, and about eleven words of twelve-point leaded.

For example, if space left for body type, after the display has been set, is 18 picas wide and 30 picas deep, there would be 540 pica ems in the space, or 15 square inches, as there are 36 pica ems to the square inch. If the copy contains about 345 words, divide 345 by 15, to ascertain the number of words the copy will average to the square inch, which is 23. There are therefore 23 words of eight-point leaded to the square inch. Of course, breaklines would have to be considered, where there are a number of them.

This method also comes in handy if you want to know what size type is necessary exactly to fill a circle. Remember that "pi times radius square equals area." "Pi" is always 3.1416, or 3⅐, approximately. Radius is half the diameter. For example, if a circle is 14 picas across, the radius of the circle would be 7 picas; therefore, the radius square would be 49. "Pi" times radius square (3⅐ by 49) equals 154. There are therefore 154 pica ems in the circle. Divide the amount of pica ems by 36 in order to ascertain the number of square inches, which, in this case, is 4⅝. If the copy contains 70 words, divide 70 by 4⅝. The result will be $16\frac{280}{77}$, or $16\frac{4}{11}$. There are therefore 16 words of ten-point leaded to the square inch.

If the mitered place is in the shape of an ellipse, take the average of the longest and shortest diameter, and proceed as in the case of the circle. This method would not give the exact area, but near enough for this purpose.

It must be understood that these methods of figuring can not be relied upon to give exact amounts of space required every time, but they will give approximate answers.

SAN FRANCISCO'S EXPOSITION.

The work of preparation for the great exposition in celebration of the completion of the Panama Canal which San Francisco will hold in 1915 is described by Hamilton Wright in a recent issue of *Harper's Weekly*. A great boulevard is to be made along the harbor through the slopes of the Presidio to Golden Gate Park, and this will be but a part of a whole series of streets and drives. From Hampton Roads a battle-ship parade consisting of vessels from all nations will proceed through the canal to San Francisco, where a review will be held. Incidentally this author mentions that San Francisco's computed wealth is to-day $25,000,000 in excess of its assessed valuation at the time of the fire.

BOTH WAYS.

Gibbs — "Personal appearance is a helpful factor in business success."

Dibbs — "Yes, and business success is a helpful factor in personal appearance." — *Boston Transcript.*



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Cylinder Pressman.

(1315) Competent cylinder pressman, good on half-tones, vignette and colorwork — twelve years' experience — would like change in order to get on better grade of work than printing labels—present occupation. Married. Sober and reliable.

Bookbinder and Folding-machine Operator.

(1316) All-around bookbinder and folding-machine operator desires position where his services will insure advancement. Position more object than salary. Thoroughly familiar with mechanism of folding machines. German.

Compositor with Originality.

(1317) Compositor with originality and good taste, able to handle the very highest grade of catalogue and commercial work, is looking for opportunity with a progressive printing plant that insures a future to a printer who can make good. Middle West or South preferred, but would go anywhere. Young and energetic; married; good habits; union.

First-class Machinist-pressman.

(1318) First-class machinist-pressman, familiar with cylinder, platen, rotary and auto presses, would like position as foreman or superintendent. Twelve years' practical experience with some of the best concerns in the country. Young man; sober; reliable. Union. Best of references.

Practical Printer-Manager Wanted as Partner.

(1319) An up-to-date printing house, doing only the highest grade of work, located in a suburb of Chicago, is seeking a good associate— a man who can print and manage — and who would be willing to invest $1,000 for a one-fifth interest in the plant. This position is open only to the man who is a thorough printer, who can assume responsibility and who is not afraid of hard work. An excellent opportunity.

Platen Pressman on High-grade Cut and Color Work.

(1320) A cylinder and platen pressman on high-grade cut and color work would like to connect with a color house handling the highest grade of colorwork, or with an ink manufacturing company. Specializes in fine presswork, color-mixing and the harmonizing of colors. Can set type, do embossing, and small stonework. For six years held position as expert on inks and presswork with one of the largest lithographers' machinery and ink supply houses in the country; also had charge of the black and color departments for a large engraving house in the East.

Would Install and Run Private Plant for Corporation.

(1321) First-class printer and manager would like to install and run a private plant for a corporation wanting the convenience of getting work when and as it is desired, making a good profit besides. Can handle the best grades of folding boxes, job, catalogue, half-tone, three and four color work, equal to engravers' proofs. Understands papers, boards and inks. Practical experience in wood engraving and composition. Has also had experience on jobbers, cylinders, cutters and creasers, and practically all other machines used in printing and for paper boxes.

Progressive Working Foreman.

(1322) Young man with twelve years' experience as working foreman wishes to connect with firm where up-to-date methods and progressiveness are appreciated. Thoroughly experienced in make-up, ad., job and stone work. References.

Foreman Wants to Make Change.

(1323) Foreman of composing-room, at present employed, desires change. Wants position in large or medium-sized plant where there is opportunity for advancement. Has ability to produce satisfactory results on all classes of work. Six years in present situation. Union. Married. Sober and reliable.

Wants Position in Canadian Northwest.

(1324) Young man thirty years of age, with practical experience in all lines of jobwork, would like position in the Canadian Northwest, if possible, either as a foreman or compositor. Practical experience on small presses, and can do the usual work of a small jobbing office right through. Has had experience with some of the best houses of England and Canada.

Position Open for a High-grade Job Compositor.

(1325) An up-to-date printing-house in Minnesota is seeking a high-grade job compositor who is capable of taking charge. A good opportunity for an ambitious young man who is competent and who takes enough interest in his work to study.

Foremanship in a Well-equipped Newspaper, Job Plant or Publishing House.

(1326) Young man, thirty-two years of age, with eighteen years' experience in all branches of the printing business, would like position as foreman in a well-equipped newspaper, job plant or publishing house at a salary of not less than $30 a week. Strong preference for the South. At present employed on a morning daily with big job plant in connection. Married. Will consider nothing but a permanent position. Can satisfy any one as to character, habits, etc.

Practical and Business Printer Wants Partner.

(1327) Man thirty-five years of age, who is a business printer and knows how to equip and run a job plant, twenty years' experience and last ten years foreman of medium-sized office, wants a partner, or lease of a good paying, up-to-date job plant. Would buy half interest or manage job department for another, or take a steady position, with

investment, with reliable concern. Has some knowledge of linotype; capable of setting 2,500 to 3,000 ems an hour. Would start new plant in a going, prosperous city, with an A1 job compositor and pressman. Can invest $1,000 or more. West preferred, but will go anywhere on guaranteed proposition. Capable of soliciting or estimating work, or managing job office of medium size.

Wants to Represent Printers' Supply House.

(1328) Party with twenty-three years' continuous experience in the printing business feels confident, if given an opportunity, that he can make a creditable showing as traveling salesman or representative for some paper, ink or machinery house, or typefoundry. Holds first-class business and professional references.

Competent Superintendent Open for Position.

(1329) Young man, thirty-six years of age, with twenty-two years' experience, the past fifteen as superintendent in a shop doing a first-class line of job and commercial work of the better grade, would like to connect with some establishment where he can show by results what he can do. Can install and operate cost system. Thoroughly experienced in estimating on work, ordering stock and looking after details of a whole plant. Strictly temperate, always on the job and can handle help so as to get good returns.

Finisher and Forwarder.

(1330) Finisher and forwarder on both blank and printed books, also law books and edition work, feels competent to take charge of bindery. Also capable of doing rule-work in cases of emergency.

Wants Charge of Mechanical End of Daily Paper.

(1331) Young man, thirty-five years of age, with twenty years' experience in all departments of a print-shop, would like to take charge of the entire mechanical end of a daily paper in city of fifteen or twenty thousand, in the Southwest, with a chance of securing working interest. Machinist-operator for the past six years. Capable of taking charge of a machine plant; can average thirty-five thousand ems eight-point in eight hours.

Menu and Catalogue Compositor.

(1332) First-class ad. and job compositor, twenty-two years' experience at the trade, would like position as menu compositor in some large hotel, or catalogue compositor with some reliable firm in either of the Carolinas. Menu and catalogue work his specialty. Have done menu work for the finest hotels on the east coast of Florida. Married and strictly sober and reliable.

First-class All-around Cylinder Pressman.

(1333) A first-class experienced pressman wishes to connect with a good print-shop in small city or town 60 to 150 miles from Chicago, with a shop that would wish to enlarge its amount of business and go after a class of work that can be had by a little exertion. Can put in some cash if necessary. Best of references as to character and ability.

Wyoming Country Weekly for Sale.

(1334) Small country weekly for sale at a very reasonable figure in a town of about one thousand, with a good country tributary, located in Wyoming. Plant is in good shape and doing a fair business. Would be a splendid investment for a man who is also a printer, and can look after some of the mechanical work. Price, $2,500 net; terms one-half down and balance on easy payments. Plant will invoice about $3,100. Circulation six hundred. Owner retiring from business.

Southern Printing Business for Sale.

(1335) One of the best printing businesses in the South for sale. Four cylinder presses; two monotypes; stereotyping outfit and binder. Did a business in 1911 of over $50,000. Located in a city of over one hundred thousand population. Will be sold for fifty cents on the dollar. Reason for selling, owner getting old and wants to retire.

Working Foreman Wanted on First-class Publication.

(1336) Position open in an enterprising town in Maryland for a working foreman who will be given full charge of the mechanical department when ability is shown. Office is well equipped for a country office and in many respects equals those in cities, particularly in variety, amount and late productions of type. Prefers a married man, between twenty-five and forty years, temperate, no cigarettes or tobacco, Protestant, member of leading fraternal organizations, capable of handling entire mechanical end of weekly newspaper and job office. All of these requirements not absolutely necessary, if he can "deliver the goods." Pay above union scale at first, and increased commensurate with results produced. Right party permitted to buy interest in business.

Opening for Printer-pressman.

(1337) A job-printer in a growing city in the Northwest desires a printer-pressman. Ideal climate. Union office. Wages $21 to $24. Two Chandler-Price presses and plenty of type.

All-around Printer, Capable of Taking Foremanship.

(1338) Job and ad. compositor, also linotype operator with average speed of 4,000, seeks position in middle West. Thirty years old; twelve years' experience; married; no bad habits. A1 references. Prefers live afternoon newspaper. Capable of taking foremanship of job plant.

Cylinder and Platen Pressman.

(1339) Cylinder and platen pressman would like a position with small progressive firm as foreman of press-room. Familiar with all classes of work, but would prefer position with house doing a nice class of catalogue work. Prefers South or Southwest.

Tires of City; Yearns for the "Simple Life."

(1340) A practical printer of the higher order, experienced journalist in both country and weekly field, former owner of up-to-date printing plant, after a trial of city existence, is most anxious to return to the "simple life" on a country paper. It is his desire to take hold of a plant (newspaper and job) located preferably in northern Wisconsin that is in need of rejuvenation, where the material is good, community would pay for what it got, and where a person with honesty, loads of the best experience and no capital except brains and energy, might take charge and make something of it. Age thirty-nine; temperate; married.

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Etching with Acid.

(1263) "Can you put me into communication with a person or firm that does fine zinc etching with acids — such as is used in a great many country print-shops?"

Answer.— Sierre Art & Engraving Company, Sierre building, San Francisco, California.

Ink-fountain Dividers.

(1264) "Could you tell me where I could locate the firm that has the ink-fountain dividers on the market, or the manufacturer who makes them?"

Answer.— They are sold by the American Type Founders Company, Jersey City, New Jersey.

Fan-handles.

(1258) "Kindly inform us where we can purchase fan-handles?"

Answer.— Geneva Manufacturing Company, Geneva, Illinois; N. W. Novelty Company, Geneva, Illinois; Brown & Kearney Manufacturing Company, Warsaw, New York.

Automatic Card Presses.

(1260) "We understand that there is a firm in Chicago that builds Automatic card presses, but we do not know its address, and would feel grateful to you for the information."

Answer.—Automatic Printing Press Company, 216 South Jefferson street.

Benefit of Advertising Course to Printers.

(1250) "In your opinion, is a correspondence course in advertising of any real benefit to a thoroughly practical printer who wishes to learn the advertising business?"

Answer.— We have not the slightest doubt that an advertising course in a legitimate school would be a big help to a practical printer who purposes entering the advertising business. More than this, it is our opinion that an advertising course would be highly beneficial to every practical printer in his own business, be he employer or journeyman.

Correspondence Course in Journalism.

(1153) "Will you kindly advise me if you give a course in local newspaper reporting? If not, can you advise me where I may be able to secure same? I would like to take up this course by mail.

Answer.— While a number of leading universities have established schools of journalism, it is our belief that none of them gives instruction by mail. Upon receipt of your letter we wrote the University of Wisconsin, which institution has one of the best schools of journalism in America, for information relative to a correspondence course, receiving the following answer: "In reference to your recent query regarding correspondence courses in journalism, I regret to say that I do not know of any reliable school that gives such a course. There has been considerable discussion here concerning such a course, but nothing has been done as yet. You might write to Dean Walter Williams, of the University School of Journalism, Columbia, Missouri, as he may possibly know of one."

Machines for Making Cardboard Tubes.

(1257) "Would you oblige us with the address of the firm which sells machines to make cardboard tubes for postage of newspapers? We believe the name is Osborn."

Answer.— F. C. Osborn Company, 65 West Larned street, Detroit, Michigan. As you are located in Paris, it will probably interest you to know that the M. D. Knowlton Company, of Rochester, New York, who are also manufacturers of machines for making mailing tubes, have an office at 23 Goswell road, London, E. C., England.

Preparation to Clean Brass Rule.

"Stutes Himself," of the Stutes Printing Concern, Spokane, Washington, writes as follows for the information of Question Box readers: "One of the best preparations with which to clean brass rule is nothing more than 'Dutch Cleanser' and benzin or gasoline. Mix to the form of paste and then the rest is easy."

The foregoing recipe will doubtless clean brass rule, but we believe that extraneous matter should be removed by a solvent rather than by an abrasive, for the reason that an abrasive like "Dutch Cleanser" will ultimately round off the edge of the rule, while a solvent will have no visible effect on the printing surface.

Measurement of Lead Cast on Slug.

(1151) "I am having a dispute with a printer over the measurement of some work we did for him, and he is satisfied to abide by your decision. We measure the enclosed ninety-four ems ten-point. Please say if we are correct in this."

Answer.— In the sample submitted, measuring the lead, there are ninety-four lines of ten-point type; measuring the face only, there are seventy-eight lines. In the absence of a specific agreement that leads are not to be measured, the custom is to measure them. Therefore the printer should be charged for ninety-four lines if there were no agreement to measure all matter as solid type.

Mounting Paper on Glass.

(1252) "What is used for mounting paper on glass, such as ads. on paper-weights, etc.? Have tried many kinds of pastes, varnish and gelatin, but have not yet struck the right thing. Everything I have tried shows a glazed effect in spots."

Answer.— To make labels adhere to glass you should use a library paste, and before attaching the label the glass should be cleaned with wood alcohol. After attaching, the label should be rubbed down smooth. If it is shellacked on

the back after it has dried it will prevent absorption of moisture and make it adhere permanently. Do not use too much paste on the paper.

Metal Parts for Loose-leaf Binders.

(1262) "Will you kindly furnish me the address of some one who makes metal parts for loose-leaf binders?"

Answer.— The Tengwell Company, of Illinois, 2954 Sheffield avenue, Chicago, and the Barrett Bindery Company, 160 West Monroe street, Chicago.

End-check Printing Machine.

(1261) "Can you give me the addresses of any firm making end-check printing machines other than the Hoole people? I have their literature, but want to know more about what others are making before buying."

Answer.— We do not know of any other check-printing machine than that made by the Hoole Machinery & Engraving Works, Brooklyn, New York.

International Lithographers' Union.

(1255) "Will you kindly inform me if there is in existence an international union composed of flat-bed and offset lithograph pressmen?"

Answer.— Frank Gehring, 309 Broadway, New York city, is the general president of the Lithographers' International Protective and Benefit Association, which is the only labor organization representing flat-bed and offset lithograph pressmen of which we have knowledge.

Wants Formula for Making Zinc Plates.

(1256) "I am desirous of learning the address of some firm or person from whom I may be able to obtain the formula and directions for making zinc plates for embossing, and the probable cost to obtain same."

Answer.— Our advice is not to attempt to make your own plates, for you will be disappointed with the result. The best way for a printer is to have an engraver make his design and the embossing plates, and then he can do creditable work by following the instructions given in our book on embossing and die stamping, entitled "A Practical Guide to Embossing and Die Stamping."

Stock Advertisements.

(1259) "Please tell us of some firm that can supply prepared copy for advertisements suitable for all lines of business, and can also furnish electros with which to illustrate ads. We want to try and persuade the local merchants to use better copy in their advertisements, as well as illustrate same. The business does not justify employing a good ad.-writer and having special cuts made."

Answer.— Patterson-Gibbs Company, 431 South Dearborn street, and the American Press Association, 184 West Washington street, both of Chicago. The first-mentioned concern also furnishes electros with which to illustrate advertisements.

Presses for Printing on Wood.

(1231) "Please inform me if planks or the wooden parts of cigar boxes are printed on printing-presses, for canning factories, cigar factories, etc."

Answer.— Printing on wood may be done on any platen press. There are some machines, however, on which this class of work can be done with greater facility. For information write John Thomson Press Company, 253 Broadway, New York; Boston Printing Press & Machinery Company, East Bridgewater, Mass. (this firm has a special press for wood printing); National Machine Company, Hartford, Conn.; Victoria Platen Press Company, 38 Park row, New York; Golding Manufacturing Company, Franklin, Mass.; Chandler & Price, Cleveland, Ohio; Peerless Printing Press Company, Palmyra, N. Y.; Challenge Machinery Company, Grand Haven, Mich. We would be pleased to hear from any other manufacturers whose presses are adapted for printing on wood.

Height of Type in Foreign Countries.

(1219) "We are desirous of obtaining information concerning the heights of type-high gages used in foreign countries, and would ask you to give us this information, if possible. In the event that you are unable to do so, will you kindly refer us to whomever you think might be acquainted with such facts? In giving this information to us, if you have it, will you kindly advise us, in the event that there is a difference in the standard, whether they make a change in the diameter of the cylinder, or in the bed of the press?"

Answer.— Through the courtesy of the Miehle Printing Press & Manufacturing Company, of Chicago, we are enabled to give you type heights in the following countries: England, .9116; France, .928; Germany, .928 to .984; Belgium, .928 to .984; Italy, .928 to .985; Spain, .928 to .985; Sweden, .928 to .975; Norway, .928 to .975; Austria, .9116; Netherlands, .928 to .978; Holland, .980; Portugal, .928 to .985; Argentina, .928; Brazil, .928; Russia, .937 to .990; British India, .9116; China, .9116; Denmark, .928 to .984; Mexico, .9116. In England the American height of type — .918 inch — is considered standard. The change in the press is made in the height of bed-bearers, which in each case corresponds with the height of the type.

Schools of Journalism.

(1254) "I have a friend — a young fellow living here — who wishes to take up and enter the field of journalism for his life's vocation. He has had a high-school education and now wishes to enter any college or university where a course in journalism is given. Would you kindly give me information as to where or how he can get full information regarding the matter, or if you can recommend any good courses in this line. If you can recommend any college or university where this is taught, would like you especially to mention any western college or university in preference to the East."

Answer.— Following is a list of institutions at which schools of journalism have been established: University of Wisconsin, Madison; University of Missouri, Columbia; University of Nebraska, Lincoln; University of Kansas, Lawrence; University of Chicago, Chicago; University of Illinois, Urbana; University of Washington, Seattle; Harvard University, Cambridge, Mass.; Columbia University, New York city; Marquette University, Milwaukee, Wis.; Notre Dame University, Notre Dame, Ind.; Beloit College, Beloit, Wis. We know little of the work of the Nebraska, Kansas and Washington schools, and therefore can not offer an opinion as to the value of their courses. We can definitely state, however, that the schools of journalism founded by the Universities of Missouri and Wisconsin are among the best to be found in the country. These two western institutions have made exceptional progress in their work, and we can recommend them without reservation. Considerable attention is now being directed to the school about to be opened by Columbia University, New York city. This is better known as the Pulitzer school, having been founded by Joseph Pulitzer, the late editor of the New York *World*. It will undoubtedly be a high-class and thoroughgoing institution, for the reason that the best thought of many noted eastern newspaper men has been occupied with the arrangement of its curriculum.

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Colorado Pioneer Printers Organize.

A meeting of pioneer printers was recently held at the courthouse in Denver and an organization formed under the name "Colorado Pioneer Printers." Temporary officers were elected as follows: President, C. E. Hager; vice-president, Angelo Noce; secretary, Joseph E. Brown. Committees were appointed to draft a constitution and by-laws and to make arrangements for the next meeting. Membership is open to all printers; editors and publishers who entered the profession not later than 1888.

Claims First Color-printing.

Through the presentation of an old volume by Dr. William B. Bigler, of Dallastown, Pennsylvania, to the Cumberland County Historical Society, the city of Carlisle, that State, claims that the first color-printing in America was done in that city. The book, which is in the society's library at Carlisle, was published by Archibald Louden in 1813. Though ninety-nine years old it is said to have a substantial appearance, and is in an excellent state of preservation. It is entitled "Travels in the Holy Land, Egypt, Turkey and Asia."

Pressmen in Convention Uphold Strike.

At the annual convention of the International Printing Pressmen and Assistants' Union, held at Hale Springs, Tennessee, on June 17-22, the action of President George L. Berry in calling a sympathetic strike of pressmen in different parts of the country following the Chicago walk-out was sustained by a vote of 130 to 80. President Berry was instructed by formal motion to institute a suit against William R. Hearst for damages alleged to have been incurred by the publication in his papers of the charge that union labor was not employed in the building of the Pressmen's Home at Hale Springs. Mr. Berry declared that the work bears the label of the painters' and carpenters' unions.

State Printer Byrd Exonerated.

Investigation of the charges made some time ago against the Byrd Printing Company, of Atlanta, Georgia, which concern does the State printing, has resulted in a complete exoneration of State Printer E. P. Byrd, according to the Atlanta *Constitution*. Luther J. Still, president of the local typographical union, brought the charges. He had alleged that the work for the State was so manipulated that it was paying the State printer considerably more than the law allowed. As a result of this allegation Frank J. Cohen, expert printer, was employed by the State Printing Commission to examine the charges and make report thereon. Mr. Cohen finds that, instead of the State printer being indebted to the State for failure to comply with the contract, there is due him from the State the sum of $69.98, which, according to Mr. Cohen, is the difference between the undercharges and the overcharges. The report concludes with the statement that the trouble arose wholly from a faulty law and specifications which are not clear, and that the State printer has complied with his contract with the State.

Notre Dame to Open Journalism School.

With the beginning of the fall term a practical school of journalism will be opened at the University of Notre Dame, Notre Dame, Indiana. A complete program of studies has been outlined extending over four years and leading to the degree of bachelor of philosophy in journalism. In addition to the technical study of journalistic work, students will be required to take courses in political economy, sociology, politics, history, English literature, logic and ethics. Special attention will be given to world politics.

Edward T. Freel Joins Superior Typesetting Company.

Edward T. Freel, another monotype representative, has become associated with the Superior Typesetting Company. Ten years ago Mr. Freel was a machinist in a machine-shop at Clinton, Iowa, his native town. He made a trip to Boston and while there became interested in the monotype. He applied for admission to the Monotype Company's school, at Philadelphia, and was admitted. Freel was an apt pupil, and soon mastered the casting machine. On finishing his course he was appointed an instructor in the casting-machine school. After a year's hard work as instructor he went South for the Monotype Company, and had been directly associated with it up to the present time. When the Government decided to install monotypes on the Isthmus of Panama, Mr. Freel was chosen to make the installation. He liked the surroundings so well that he decided to remain there a year. When he returned to the States, he again became associated with the Monotype Company, and for the past year has been representing the concern in the Canadian provinces.

Mr. Freel is a valuable acquisition to the Superior Typesetting Company, which concern is on the way to become one of the largest, if not the largest, monotype and linotype trade plants in the country.

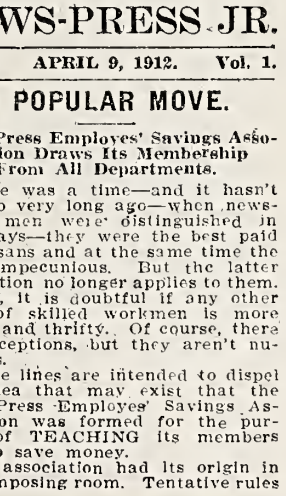
Old Printing-house Goes Out of Business.

The Weed-Parsons Printing Company, Albany, New York, established in 1843, and at one time the largest printing plant in the United States, went out of business on August 1, because the chief owner — James H. Manning — desires to devote all of his time to the banking business in which he is engaged. The house was founded by James B. Weed, son of Thurlow Weed, who early associated with him John D. Parsons. They began business on July 25, 1843, with a plant valued at about $1,000. In 1869 the business had grown to such an extent that a site on Van Tromp street was purchased, on which was erected the largest printing-office in the United States at that time. It was

five stories high and complete in every detail. Eighteen months after its occupancy it was totally destroyed by fire. The firm rebuilt on the lines of the first structure, and it is this building that is now being given up for other purposes, and the machinery and equipment sold.

An Employees' Savings Association.

Three or four months ago the employees of the St. Joseph (Mo.) *News-Press* formed an association for the promotion of savings which is showing signs of healthy growth. It is called the "News-Press Employees' Savings Association," and the only dues are those which are paid to the treasurer of the association and deposited by him in a



NEWS-PRESS JR.

No. 2. APRIL 9, 1912. Vol. 1.

A POPULAR MOVE.

News-Press Employes' Savings Association Draws Its Membership From All Departments.

There was a time—and it hasn't been so very long ago—when newspaper men were distinguished in two ways—they were the best paid of artisans and at the same time the most impecunious. But the latter distinction no longer applies to them. Indeed, it is doubtful if any other class of skilled workmen is more frugal and thrifty. Of course, there are exceptions, but they aren't numerous.

These lines are intended to dispel any idea that may exist that the News-Press Employes' Savings Association was formed for the purpose of TEACHING its members how to save money.

The association had its origin in the composing room. Tentative rules

First page of the organ of the Employees' Savings Association, *News-Press*, St. Joseph, Missouri.

savings bank each week. Each member is entitled to as many votes as he has shares, and the number of shares he holds depends on how much a week he obligates himself to save. A "share" is equivalent to 50 cents a week, and any member failing to make his payments for two successive weeks ceases to be a member automatically and may withdraw the amount he has paid in with interest. Once a month the association publishes the *News-Press Jr.*, a tiny paper of eight pages, 2¼ by 3 inches. The first page of an early issue is shown herewith.

"Christian Science Monitor" Sets New Mark.

Some remarkable "stunts" have been "pulled off" by American newspapers within recent years. But no more daring enterprise has been recorded than that of the *Christian Science Monitor* of Boston, which set up a metropolitan newspaper plant in Chicago within a period of seventeen days and issued a special daily edition during the Republican national convention. The Goss Printing Press Company, which concern installed the press, and Thomas Knapp, of the Typesetting Machinery Company, Chicago, who had charge of the extraordinary work of putting in the plant on such short notice, deserve high praise for the efficiency with which the work was handled.

The office was set up on Michigan avenue, near the Coliseum — the convention hall — in a rented store space. The press — a three-deck, straight-line Goss, capable of turning out twenty-four thousand copies an hour — was built up in the front room of the store. As the press weighs twenty-five tons, it was necessary to place brick piers to serve as a foundation, which was done without cutting the heavy floor joists. At one end of the back room an iron flooring was laid, on which was established a melting-pot, a casting-box, matrix-roller, double-headed steam tables and other devices with which a newspaper is printed. While this machinery was being put in place a thirty-horse-power motor was installed, four linotypes set up, and racks of type for advertising display arranged on one side. The two empty rooms were so quickly transposed into a daily newspaper printing plant, with business office and editorial-rooms, that even Chicagoans — who are noted for their hustling ability — were taken off their feet with surprise and admiration.

It is not to be doubted that the enterprise and progressiveness of the *Christian Science Monitor* are as worthy of respect as the high standard it has set in the cleanliness and wholesomeness of its reading matter, which also featured its special editions for the convention.

Linograph Typesetting Machine Demonstrated.

The new linograph typesetting machine recently was demonstrated before the stockholders at Davenport, Iowa. It was then ordered taken apart and used as a model in the manufacture of additional machines.

Smaller Dollar Bills Coming.

Uncle Sam is to reduce the size of the dollar bill. The reduction will be from 8¼ by 3 to 6 by 2½ inches. It is computed that the change will save the Government in paper alone $87,000 a year. Figuring the decrease in cost of engraving, ink, examining, counting, drying, numbering, etc., more than $600,000, it is asserted, will be saved yearly.

Printers' League Condemns Zone Parcels Post.

The New York Printers' League, at a special meeting on June 28, adopted the following resolutions:

Resolved, That the zone parcels-post proposition, introduced by Senator Bourne and indorsed by the Republican convention at Chicago, is a menace to our business and to public welfare. We denounce this measure and demand that it be overwhelmingly defeated. We also demand a parcels post as favorable as that of any country within the universal postal union. Our industry is the second largest in the State of New York and the sixth industry in the United States, and such an action would be ruinous to our business.

Resolved, That a circular letter be sent to all members of the League and to the unions here represented, requesting all to write to their senator or congressman a strong letter of protest against the passage of Bourne Senate Bill No. 6,058.

Chapel Pays Honor to the Late P. R. Hilton.

At a special meeting, held June 25, the Henry O. Shepard composing-room chapel instructed its chairman — Horace L. Green — to appoint a committee to draft suitable resolutions on the death of the late P. R. Hilton, president of The Henry O. Shepard Company and of The Inland Printer Company. The committee — consisting of William H. Shaffer, Alfred Pye and S. K. Parker — submitted the following, handsomely printed in booklet form, and mounted with a half-tone engraving of the deceased:

WHEREAS, Mr. P. R. Hilton, a member and officer of The Henry O. Shepard Company for the third of a century, always manifested a kindly interest in the welfare of the members of the composing-room chapel, therefore, be it

Resolved, That the chapel hereby places upon record its appreciation of his high character, kindly nature and impartial friendship. Also,

Resolved, That these resolutions be spread upon the minutes of the chapel, and copies sent to the members of his family, and publication requested in THE INLAND PRINTER, *The Inland Stationer*, and *The Typographical Journal*.

Van B. Rogers Goes with W. N. U.

Van B. Rogers, who for the past two years has been connected with the R. W. Hays job office, at Hillsdale, Michigan, has been made manager of the supply department of the Fort Wayne (Ind.) branch of the Western Newspaper Union. If Mr. Rogers' management proves as high class as his work in the job-printing field, the Western Newspaper Union will have cause for gratulation.

THE EFFORTS TO INCREASE POSTAL RATES TO PRINTER AND PUBLISHER.

This year, as for some years past, publishers and others interested in second-class publications have been disturbed as the closing days of Congress approached. There was much protesting against the anachronism of sending some second-class magazines by freight, and the protestors convinced the congressional committees that in the application of the policy discrimination was shown. Members of the committees desired to obviate this, and it was proposed to establish an optional rate of 1 cent a pound for freight-carried, second-class matter, and 2 cents a pound when it was shipped in mail cars, the publisher to have the option of selecting the method of transmission. In theory this appears fair, but in practice it would mean a 2-cent rate, for readers and advertisers, not to speak of competition, would compel almost every publisher to use the mail car.

The Trade Press Association, employing printers and related labor organizations of Chicago led in protesting against the proposed change.

The question was then being considered by the Senate Committee on Postoffices and Post Roads. It hesitated to revoke the freight order of the department, as that would mean increased expense. Finally, however, that was what the committee did, which pleased the protestors, who were congratulating each other on the happy termination of their postal troubles, for this season at any rate.

But the interested printers had very little opportunity to make glad, for almost simultaneously with the message from their representative at Washington came a circular from the Postal Progress League of New York directing attention to the fact that Senate Bill 6850, known as the Bourne Parcels Post Bill, contained provisions which would play havoc with the printing trade. Here are the cold figures:

The present rate on printed matter used for advertising purposes is *1 cent* for *every two ounces* or fraction thereof.

Under the Bourne Bill, the rate proposed is *1 cent an ounce* up to four ounces. This would mean an increase as follows:

1-ounce package, 1 cent (no increase).
2-ounce package, 2 cents (increase of 1 cent).
3-ounce package, 3 cents (increase of 1 cent).
4-ounce package, 4 cents (increase of 2 cents).
5-ounce package, 5 to 12 cents (increase of from 2 to 9 cents).

In addition to increasing the rate, Senator Bourne's measure provides for the introduction of his own system governing mail delivery. The following is an example of how it would work:

At present a booklet and an envelope weighing six ounces can be mailed to any part of the United States for 3 cents; under his own system the rate would be —

5 cents for local, city and rural delivery.
6 cents within a 50-mile zone.
7 cents within a 200-mile zone.
8 cents within a 500-mile zone.
11 cents within a 1,000-mile zone.
12 cents above 1,000 miles.

According to the Postal Progress League, the Bourne Bill discriminates to a remarkable degree against parcels which weigh less than one pound, and as the greater portion of printed matter is under that weight, it would make the issuing of booklets less profitable than at present.

It is also stated that large buyers of printing would go to Canada or Great Britain in order to get advantage of the lower postage rates prevailing in those countries; indeed, it was stated that one firm was already getting estimates in Canada.

So far as we have heard, printers in New York, Chicago and other centers are active and loud in protesting against the Bourne Bill, and the latest information as we go to press, from a member of the House Committee on Postoffices and Post Roads, is that there is no need to worry, for the honorable gentleman is confident the bill will not be passed at this session of Congress.

BARNHART BROTHERS & SPINDLER IN NEW QUARTERS AT ST. LOUIS.

The St. Louis branch of Barnhart Brothers & Spindler on July 1 moved into larger and more commodious quarters, occupying the five-story building at the corner of Third and Locust streets (401-403 North Third street). This building was formerly occupied by the Con P. Curran Printing Company, and is being thoroughly overhauled and remodeled for the use of Barnhart.

The location of the building is well adapted for type-foundry and printers'-supply purposes, as it is in close proximity to several of the leading printing concerns of St. Louis, the Woodward & Tiernan Printing Company, Buxton & Skinner Printing Company, Samuel F. Myerson Printing Company, Skinner & Kennedy Printing & Stationery Company, Hellmich Brothers, A. R. Fleming, Mangan Press, Kutterer-Jensen and others being within a short distance. The upper floors of the building will be leased to printers.

The decision of Barnhart Brothers & Spindler to remain on Third street will influence paper, ink and other supply houses to locate in the eastern part of St. Louis, known as the " Levee " district, making this district the printing and printers'-supply center of the Missouri metropolis.

HENRY ROEDER.

Henry Roeder, a very prominent and popular type and printers' machinery salesman, died at St. Louis, Missouri, July 13, 1912, in his fifty-first year. Mr. Roeder began his business career about 1880, first as assistant then as head salesman, for the old Central Type Foundry, continuing in its employ until 1894, when he became associated with the Inland Type Foundry, and remained with it as chief salesman until its end. Nearly every type-buying printer in St. Louis knew Mr. Roeder personally and liked to deal with him, many preferring to have their orders handled by him because of the uniform courtesy, intelligence and helpfulness he accorded every customer and the great care he gave every commission. In the local trade it was almost an axiom that what he did not know about the type and printing machinery business really wasn't worth knowing. Yet he was one of the most unassuming of men, and never sought acclamation, seeming to find full satisfaction in doing his work well and pleasing others. He, therefore, had locally a host of friends. Thousands of printers throughout the country perhaps knew nothing more of him than the initials " H. R." which appeared at the end of courteous communications which they received in reply to their letters to the foundry with which he was associated. In later years Mr. Roeder's health was not of the best, and he was much troubled by deafness. Some six weeks before his death he retired from business pursuits, taking the rest to which over thirty years of constant and painstaking work entitled him. His funeral took place July 19, from his late residence, 2743 Ann avenue, St. Louis. He leaves a wife and a grown daughter; also a number of brothers and sisters.

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

NEW FACTORY OF THE INTERNATIONAL TYPESETTING MACHINE COMPANY.

The International Typesetting Machine Company, which was organized by Herman Ridder and some of his friends in the publishing business, has just completed the construction of its new factory, located at the foot of Montague street, Brooklyn, New York.

The factory is built of reinforced concrete, is fireproof throughout, and was specially designed for the manufacture of typesetting machines. It consists of two wings, 227 and 167 feet long, containing over eighty thousand square feet of floor-space. Ample provision has been made for increased manufacturing facilities, the company having an option on the property immediately north of the present building.

The matrix and spaceband departments will be located on the top floor, where ample light is provided for the careful and accurate manufacturing required to produce these parts.

On the second floor, the light manufacturing department will make keyboards, magazines, first and second elevator parts, assemblers and molds.

The assembling department and the heavy-machine department will be located on the ground floor.

About August 15 the company, which is at present employing over three hundred people, will move the three plants it is now operating into the new building, and increase its force to about seven hundred hands.

The building was erected in record time, despite unfortunate weather conditions, and the company will no doubt be able to keep its promise to furnish supplies to the trade in November, and machines in January next.



NEW FACTORY BUILDING OF THE INTERNATIONAL TYPESETTING MACHINE COMPANY, BROOKLYN, NEW YORK.

OPPORTUNITY TO PURCHASE LINOTYPES AT LOW FIGURE.

On account of the recent purchase of the Boston *Traveler* by the Boston *Herald*, the battery of nine No. 1 two-letter linotypes used by the first-mentioned paper have been thrown on the market.

Rich & McLean, the printing-press and machinery dealers, 51 Cliff street, New York, bought the entire battery, and are quoting a special price on the machines before their removal to New York. Those interested should write at once.

WET-COLOR PRINTING ON A NEW ERA PRESS.

One of the most difficult pieces of printing is to produce a plate in colors by simultaneous printing. This is now done practically by the New Era Press at one operation with the aid of special inks.

Creditable process platework can now be produced almost as cheap as half-tone plates in one color on the New Era Press.

Skeptical printers and also printers desiring further light on this subject should write the Regina Company, 47 West Thirty-fourth street, New York.

THE MIEHLE "GET-TOGETHER" AT CHICAGO.

On Thursday and Friday, June 27 and 28, a number of salesmen and sales-office managers of the Miehle Printing Press & Manufacturing Company from all parts of the United States were gathered at the Chicago factory. The object of the meeting was to discuss business conditions in general in the various territories, to consider sales methods and to get the various men handling the Miehle product in closer touch with each other.

Each of the representatives reported conditions and outlook excellent and most of them dwelt with satisfaction on the increased demand for Miehle presses in their territory. The engineering, production, law, and advertising departments participated in the discussions. A dinner at the Union League Club, extended to attending officials and salesmen by the president of the company, formed one of the social features of the gathering. The accompanying picture shows the group in front of the factory-office entrance.



MIEHLE PRINTING-PRESS REPRESENTATIVES WHO RECENTLY GATHERED IN CONFERENCE AT CHICAGO.

AUTOMATIC SALESBOOK PRINTING-PRESSES.

In addition to the well-known Salesbook Presses manufactured by the Meisel Printing Press Company, 944 to 948 Dorchester avenue, Boston, Massachusetts, for producing folded and two and three color paper interleaved books, the Meisel Press Company has now perfected a full line of presses for producing endless or continuous folded salesbooks. The company has just recently equipped a large plant in Berlin, Germany, and now has under construction additional presses for this plant, as well as for several plants in England.

The Meisel Company has also designed and built a large number of ticket-presses for producing roll-strip tickets, transfer-tickets, mileage-books, trading-stamps and other specialties; also color-presses for printing labels, fruit and confectionery wrappers and similar specialties. These presses are all built to order to meet the requirements of the customer. As these are special automatic presses, they are not catalogued, but on advising sizes — if possible sending samples showing the principal classes of work to be done, number of colors to be printed, and how the product is to be delivered, whether flat, folded, interleaved or rewound — descriptive data will be gladly submitted, together with prices.

TICKET-PRINTING PRESSES.

The Meisel Printing Press Manufacturing Company, Boston, Massachusetts, recently delivered to one of its customers a very ingenious automatic printing-press for producing coupon mileage tickets in one operation. This press prints three colors, numbers and perforates each small coupon and delivers the tickets zigzag folded, ready for binding, at the rate of 2,500 tickets an hour.

In addition to the various styles and sizes of automatic ticket-printing presses manufactured by this firm for producing trading-stamps, transfer-tickets, roll-strip tickets, the company also manufactures a full line of automatic salesbook presses for producing folded, or two, three or four color paper interleaved products, and also the continuous or zigzag folded books. Also label and wrapper presses for producing fruit, confectionery and other wrappers, napkins, etc., as well as roll and sheet products.

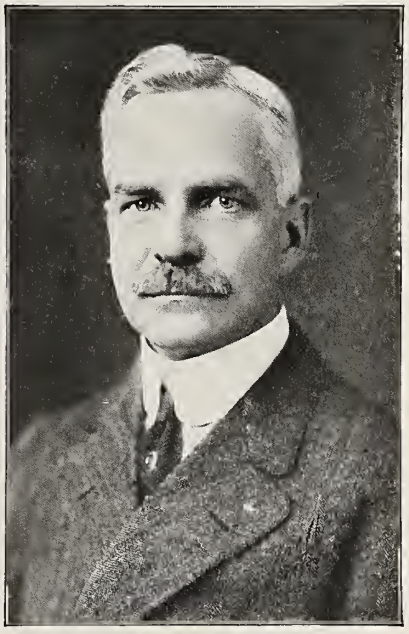
Quotations and descriptive data will be furnished on receipt of samples; or by advising maximum or minimum size, number of colors and how the product is to be delivered, whether in sheets, flat or folded, or slit and rewound in rolls.

THE KIDDER PRESS COMPANY.

The Kidder Press Company has recently established a new agency in Norway and Sweden with the firm of Aktiebolaget Axel Christiernsson, Stockholm. The main office and works, at Dover, New Hampshire, are comprehensively represented: In New York, the Gibbs-Brower Company, 261 Broadway; in Canada, J. L. Morrison Company, Toronto; in Great Britain, John Haddon & Co., London; in South America, J. Wassermann & Co., Buenos Aires. The company has developed, very successfully, many special features in automatic-roll feed, rotary, flat-bed, and specially constructed presses; also slitting and rewinding machinery for all classes of work.

WESTERN OFFICE, LANSTON MONOTYPE MACHINE COMPANY.

The Monotype Company is to be congratulated upon its commodious, well-located and unusually efficient headquarters in the new Rand-McNally building, Chicago. The company has taken the entire store at 106 West Harrison street, which has been fitted up to handle the concern's growing business in the West, with the greatest convenience and to the best satisfaction of its customers.



"Joe" Hays.

So far as location is concerned, a better situation could not possibly have been obtained, as it is right in the heart of the printing district and easy of access, not only from all portions of the business section, but within easy walking distance of all of the railroad depots and transportation lines.



Office of Manager Hays, Lanston Monotype Machine Company, Chicago.

A word or two regarding the layout of the company's offices would not be inappropriate at this time. What is probably the most striking window-sign in this section of Chicago is the word "Monotype," which officials of the company tell us was composed on the machine, and is 1830-point No. 37. We have some doubts about the possibility of composing letters of this size on the Monotype, as the capital M is larger than the top of the casting machines, but it would not do for us to question their veracity on this point.

Immediately behind the plate-glass window is installed a Model Monotype Equipment, all connected up, in order that it can be operated for demonstration purposes and thus enable the company to show to its many out-of-town visitors just what the Monotype can do on all classes and kinds of work. In this exhibit plant are to be seen both the D and DD keyboards, a complete casting machine equipped with the display attachment, and also the eighteen-point attachment which has created so much favorable comment recently, and supplied with a large assortment of molds, matrices, etc. There also is a fully equipped typecaster (convertible) standing alongside of the composing-casting machine for demonstrating the usefulness of this valuable facility for any printer. The exhibit-room is also furnished with the necessary cabinets, etc., and, as stated above, is laid out so that the prospective purchaser can see how he can install Monotypes in his own plant to the best advantage from the standpoint of efficiency and convenience.

This exhibit-room is enclosed with glass to the ceiling.

Immediately back of the exhibit-room, running completely across the store except for the aisle, is the business office, where the office manager and his clerks and a telephone exchange are located.



Stockroom of the Lanston Monotype Machine Company, Chicago.

Running from the business office to the rear of the store on the left, enclosed with grill work, is the stockroom, where is carried a complete supply of all casting-machine and keyboard repair parts, as well as sorts matrices, and the increased facilities which have been provided for here have already enabled the Monotype Company to give very much better service to their customers in the middle West than was ever before possible. In order to get some idea of the size and layout of the stockroom, we refer you to the illustration herewith.

On the right of the store, back of the business office, are three enclosed offices; the first one is the western manager's office (see illustration); the middle office is designated as the library and is fitted up entirely for the purpose of making visitors comfortable, and its walls are covered with samples of Monotype production; the rear office is the assistant western manager's office, fitted up similar to the front office.

In the advertising pages of this publication will be found

an announcement of the opening of the western offices of the Monotype Company, and an invitation to the visiting printers attending the United Typothetæ of America convention in September to make the Monotype Company's western office their headquarters during the convention. Facilities have been provided for taking care of correspondence and for the business comfort of the many customers and friends of the company who will visit Chicago at this time.

In referring to these new headquarters, it would not be amiss to call attention to the personality of the man who has been largely responsible, in the short time he has been in this section, for popularizing the Monotype. Joseph Hays, the western manager of the Lanston Monotype Machine Company, is the man, and he is probably better known to the printers of the country than any other individual connected with the supply trade. His long connection with printing-organization work in the East, prior to his going with the company, has fitted him unusually well to look after the interests of the wonderful machine which he represents in this section, and while it is needless to introduce him to nine-tenths of our readers, yet we wish to say that " Joe " Hays, as he is familiarly known from coast to coast, is always glad to extend a hearty and cordial welcome to any one who can take the time to call and see what he has to show and tell about the Monotype machine and its great success.

THE BOSTON WIRE-STITCHING MACHINES.

The American Type Founders Company has recently issued a handsome catalogue devoted to the interests of the Boston Wire-stitching Machines. From the attractively embossed cover to the last page the catalogue is an excellent example of high-class printing as well as a thorough demonstration by text and illustration of the qualities of the machines in question. The half-tones are well printed, and show clearly both the possibilities and the various attachments of the Boston stitchers.

THE HUBER-HODGMAN COMPANY BRANCHING OUT.

The Hodgman press, which has been handled by Van Allens & Boughton, will be sold hereafter by the builders, the Huber-Hodgman Printing Press Company, with C. Frank Boughton as managing director of the company.

The firm of Van Allens & Boughton, which has been so widely and favorably known and which has enjoyed a most successful career, will be dissolved, the members of the dissolving firm, however, still retaining their individual interests in the Huber-Hodgman Printing Press Company.

With the advent of the new Hodgman press it was deemed advisable to put forth an aggressive selling campaign, and in furtherance of this plan offices have been engaged in the Metropolitan building, which will be presided over by C. Frank Boughton, than whom there is probably no better known printing-press builder in the United States.

An announcement in these columns of this important change would not be complete without some comment on the history of the business career of Van Allens & Boughton, as well as of the development of the new Hodgman press and what this new machine means to the printing trade at large.

Van Allens & Boughton have been a factor in the printing-press business for the past twenty-six years, and all who know or have had dealings with them can vouch for their high standard of integrity and just treatment. The Hodgman press has been well tried out by the best printers in this country, who give it an indorsement for its superior bed movement and its pronounced labor-saving devices at every point.

To the trade at large and to the friends and acquaintances of C. Frank Boughton, it is only necessary to state that the central location he has chosen (in the Metropolitan Tower, corner Twenty-third street and Madison avenue, New York), was selected for their convenience, and it is probably needless to say that they will avail themselves of an early opportunity to visit him in his new quarters.

THE PERFECTION PROOF PRESS.

A new-style proof press having a number of essentially good features has been placed on the market by H. B. Rouse & Co., Chicago. This is intended for small work, but as it is rigidly constructed it will prove a half-tone plate the full size of the platen.



THE PERFECTION PROOF PRESS.

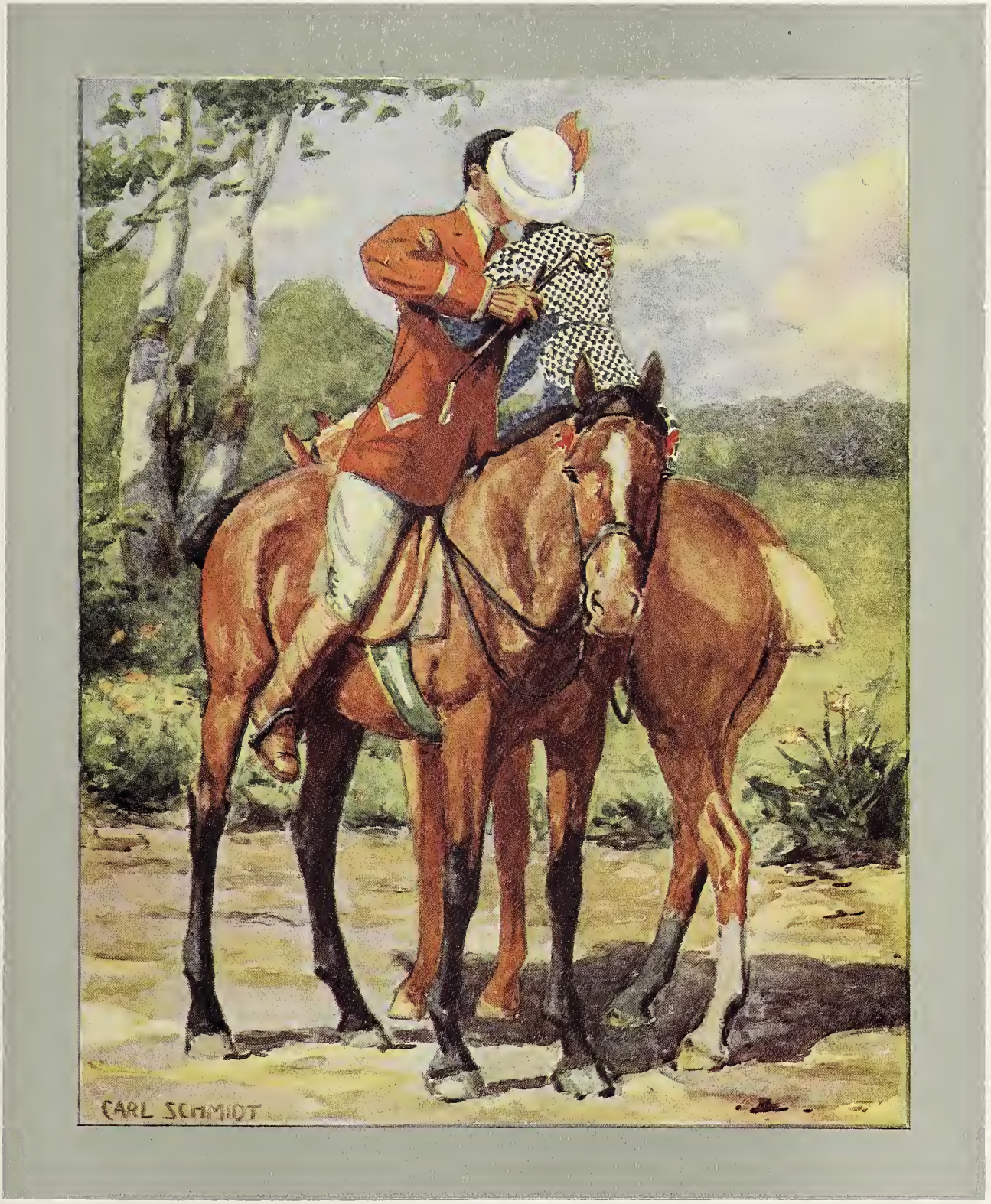
The " Perfection " has a rigid support for the bed, which will obviate the dishing of this part of the machine. It is constructed on simple lines and has enormous impressional strength.

Every printer and engraver should have one or more of these, so as to relieve the larger presses in proving small forms and engravings. The platen is 8 by 12 inches, and the net weight is 160 pounds. Price, $45.

R. R. B. PADDING GLUE.

The growing popularity of R. R. B. Padding Glue was thoroughly demonstrated during the past six months, the sales of this glue for the first half of 1912 having broken all records, according to the statement of the manufacturer, Robert R. Burrage, 83 Gold street, New York.

A recent shipment to Australia indicates that the high reputation of R. R. B. Glue is more than a local one.



THE FINISH

From Painting by Carl Schmidt, Chicago

Engraved and Printed by The Henry O. Shepard Company, Engravers, Printers and Binders, 632 Sherman Street, Chicago.

THE MODERN DEMAND IS FOR LIGHT-WEIGHT PAPER.

Printers and publishers who have counted the cost of heavy paper for distribution through the mails and otherwise have begun to turn their attention to brands that insure both elegance in printing and minimum cost in distribution.

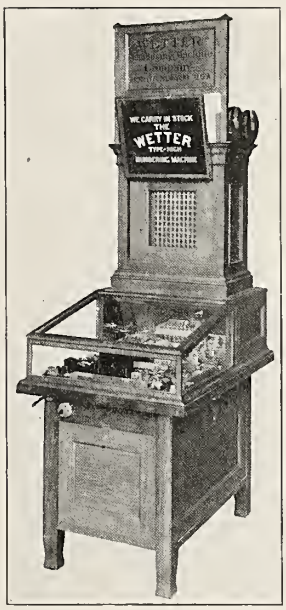
The " King James," " Oxford XX," " Westminster " and " Encyclopedia " brands of Bible papers meet this modern need with most satisfying results. For publications, de luxe and pocket editions, catalogues and advertising matter of all kinds, these brands are unexcelled as an aid in bringing out the very best in the art of printing, while at the same time saving thousands of dollars to the customer because of inexpensive distribution.

The Chicago representative — M. E. Immerwahr, importer and manufacturer's agent, 226 South La Salle street, room 800 — will be pleased to send samples upon request.

THE WETTER NUMBERING MACHINE.

Shown herewith is an illustration of the Wetter Numbering Machine Company's exhibit at the National Press Association convention, held at the Sherman House, Chicago, June 23-27. It was one of the most unique and interesting displays of the entire exhibition and many visitors took advantage of the occasion to become more closely acquainted with a device that is now accepted by printers everywhere as the most reliable and accurate numbering machine on the market.

The Wetter machines are designed for " locking up " in the form, in connection with type or by themselves, to number cards, coupons, cash-sale slips, pawn-tickets, or any work required to be numbered, and, in a great many cases, the conditions are such that both the printing and numbering can be accomplished at one impression.



WETTER NUMBERING MACHINE EXHIBIT.

Printers who are contemplating the purchase of a numbering machine should examine the drop-cipher feature of the Wetter, which is the most important construction of a numbering machine. Perfect numbering can not be done if the ciphers fail to print plain. When you consider that it is necessary to crush the fiber of the paper in order to secure a good impression, you will appreciate the value of a machine with a good drop-cipher. Look into this feature when you purchase.

For full particulars, write the Wetter Numbering Machine Company, 331-341 Classon avenue, Brooklyn, New York.

ROUSE TELESCOPIC LINE MEASURE.

The Rouse Telescopic Line Measure is the very latest in printers' measures. It is made of brass, has a double hook, and is strictly a pocket tool. It is graduated to seventy-two



ROUSE TELESCOPIC LINE MEASURES.

picas in nonpareil on one side and to 168 agate lines (fourteen to the inch) on the opposite side. The scale is also a practical inch, by halves and fourteenths. Mailed to any address for 75 cents. Made by H. B. Rouse & Co., 2214-2216 Ward street, Chicago, Illinois.

A SHEET-CARRIER FOR PRINTING-PRESSES.

A patent was recently granted to Alexander L. Peno, of Chicago, Illinois, for a sheet carrier. This device is in the form of a clip made of sheet steel, shaped to attach to fly-sticks for the purpose of improving the delivery of sheets. The device may be attached to any fly-stick and will prevent the sagging of thin sheets between the sticks, and by bending an extension of the device it may be adapted as a sheet-stop.

It can also be used on a sheet-delivery by reversing its position; it will prevent the sheets lagging as the delivery

advances, will prevent the sheet from shifting sidewise, and will insure correct delivery of sheets into feed-boards. The device can be attached to platen-press grippers in such a way as to prevent sheets having a short gripper bite sticking to the form. Owing to its great versatility as a labor-saving device it should be in demand.

A NOTABLE EXHIBIT OF PAPER AND ADVERTISING.

During the recent convention of the National Press Association, held at Chicago, the J. W. Butler Paper Company maintained an extensive and exceedingly interesting display of paper and advertising. An exceptional showing of appropriately printed specimens of paper was made.

Specimens of wood and rag pulp, in various stages of manufacture, from the raw material to the finished product, were contained in glass jars so that they could be closely examined by printers and publishers, most of whom were greatly interested in learning how paper is made, and what the price and quality of different papers depended upon.



J. W. Butler Paper Company Exhibit at the National Press Association Convention.

The main room was handsomely decorated with original drawings and paintings of the firm's magazine advertisements. At one end of the room was a seventy-inch roll of print paper, around which were ingeniously arranged a great number of the daily and weekly newspapers for which the Butler Paper Company supplies the stock.

LINOTYPE WATCH FOB.

A handsome watch fob of heavy ribbed silk with a large gold-colored medallion of a linotype machine has been issued by the advertising department of the Mergenthaler Linotype Company.

MODERN DIE & PLATE PRESS MANUFACTURING COMPANY AND ITS NEW YORK OFFICE.

The change in name of the Modern Machine Company, of Belleville, Illinois, to the Modern Die & Plate Press Manufacturing Company, expresses more fully the nature of its business, which is devoted to the manufacture of automatic die presses, hand-stamping and copperplate presses.

Those engaged in printing from steel and copper plates, and who still adhere to the old methods, should get in touch with this company and its automatic die-press proposition. This machine will enable the progressive engravers to outstrip their more conservative competitors who insist on retaining old methods of printing. Conservatism is desirable in business, but it must not be made a fetich. It should not prevent an engraving concern installing improved machinery or otherwise handicap any one in the pursuit of trade. An old axiom in regard to machinery is: Do not be the first to buy, and do not be the last to buy.

In regard to the automatic die press made by the Modern Die & Plate Press Manufacturing Company, there can be no error made by installing one, as this machine has proven its worth in every plant where it has been placed. Be a progressive and get in line on this automatic die press.

Recently the growth of business has compelled the company to open a New York office and show-rooms, which are situated in the Morton building, 116 Nassau street. The factory and main office are at Belleville, Illinois. Inquiries regarding machines will receive prompt attention from either address.

LOUISVILLE PAPER COMPANY IN NEW QUARTERS.

Under the title "The Beginning of a Greater Career" the Louisville Paper Company has issued an attractive booklet descriptive of its new quarters, made necessary by the fire which destroyed its building and complete stock of goods on April 26. With commendable energy the company immediately took steps to secure a new location and new stock, and the booklet in question has been issued as an announcement. It is well illustrated with various views of the new plant.

ROSER'S PIGSKIN LEATHER.

In this day Americans are crying out for more durable products. They are surfeited with things that are not dependable and become worthless in a day, in a month, or in a year.

Books, beyond all other property, should be preserved with a fitting and durable raiment.

The best material for covering your books is Roser's Pigskin Leather. It not only has a distinctive and attractive appearance, but its durability is unequaled, and its color does not fade — it is tanned with oak bark and finished without acids.

Write for quotations and sample swatches of different colors and finish, to Herman Roser & Son, Glastonbury, Connecticut, who have been in business since 1854.

DAVID EVANS BECOMES SUPERINTENDENT OF DUN PLANT.

David Evans, a popular New Yorker and widely known as an expert practical printer, recently accepted the position of superintendent of the extensive printing department of R. S. Dun & Co., New York city. The Dun concern is to be congratulated on securing Mr. Evans' services.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLIX. AUGUST, 1912. No. 5.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS — A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

SCHEDULE OF PRICES ON BOOKBINDING — A practical scale compiled from cost-system production; will save its cost many times over in a short time. Price, $2. F. M. COWEN, Houston, Tex.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

FOR SALE — 9 volumes INLAND PRINTER, 6 months to volume, covering period October, 1896, to March, 1901; round Russia back and corners, cloth sides; also unbound copies from March, 1901, to present time; make offer. FRANK A. CUNNINGHAM, Williamsport, Pa.

BUSINESS OPPORTUNITIES.

ESTABLISHED PRINTING BUSINESS in the Southwest for sale on account of owner wishing to retire; will be sold outright, or half interest to right man; business has always paid well, and opportunity for increasing trade is unsurpassed; equipment consists of 3 job presses, 1 cylinder press, up-to-date assortment of type and material, cutter, stapler, etc.; an excellent opportunity for one seeking change of climate for the benefit of his health, as this is the best climate in the world; about $2,000 required, balance can be arranged on terms to suit. H 930.

FOR SALE — Only combined office-supply and printing business in commercial center of west Texas; most healthful climate in U. S.; altitude, 2,000 feet; territory as large as average State; rapid development; business three and one-half years old; Model 5 Linotype; Optimus and C. & P. presses; exclusive agency many leading supplies, including standard typewriter; brilliant future; gross business, $10,000 past year; invoices $13,500; price, $13,000 all cash, or $6,500 cash and $7,000 on time. H 906.

WANTED — Practical printer with business experience, and a good mixer, competent to make estimates, and with $10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply CHRISTIE LITHOGRAPH & PRINTING CO., Duluth, Minn.

FOR SALE — Rare bargain for a quick buyer; well-equipped job-printing plant and business in a good, hustling Michigan city of 25,000; good opportunity for a practical printer or pressman with a little money. G 925.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues

QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues

VISE GRIP

FOR SALE — A fully equipped newspaper plant in live town of 5,000 population; this is a money-maker, and owner will sell half or whole interest; about $5,000 required; call or write for particulars. JOSLYN & McAULIFF, 207 Seitz bldg., Syracuse, N. Y.

WILL SELL my job-printing office, having an established trade in a city of 200,000, and invoicing at $3,800, at a bargain for cash if taken at once; am interested in other business which needs my entire attention. H 894.

FOR SALE — Saratoga *Sun*, Carbon County, Wyo., Babcock Reliance cylinder press, 2 jobbers, gas engine; 400 lbs. type; 26th year; 1,000 population; fine medical hot springs, trout fishing; going out of business. G 909.

WE WILL FURNISH any typecasting machine company with drawings (also metal plates) for faces of type; by contract or salary. G 912.

FOR SALE — BARGAIN in printing business in largest city in Texas. G 444.

Publishing.

MONTHLY MAGAZINE, devoted to a popular sport, will sell at low price. HARRIS-DIBBLE CO., Masonic bldg., New York city.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, BOX I, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a secondhand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two-revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

LINOTYPE MATRICES FOR SALE CHEAP — One font 8-pt. No. 1, with italic and small caps., and two fonts 8-pt. Old Style No. 1, with italic and small caps.; proof of these fonts will be mailed to those interested. SMITH-GRIEVES TYPESETTING CO., Kansas City, Mo.

FOR SALE — Our complete linotype plant, consisting of two Model No. 4 quick-change double-magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two-letter matrices. KEYSTONE PUB. CO, 809-12 N. 19th st., Philadelphia, Pa.

FOR SALE — A number of secondhand No. 3 Smyth sewing-machines, $525 each; these machines have been thoroughly overhauled and are in splendid working order. Address T. W. & C. B. SHERIDAN CO., 56 Duane st., New York city.

LINO-TYPEWRITER — The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — Three No. 2 Linotype machines, equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING COMPANY, Philadelphia, Pa.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. JACKSON & BELL, Wilmington, N. C.

FOR SALE — One Model No. 3 Linotype, No. 7374, with one extra magazine. THE COMMERCIAL PRINTING CO., West Exchange and Water sts., Akron, Ohio.

FOR SALE — Harris offset press, size 15 by 18, "S" 10, with card and envelope feed; big sacrifice; used thirty days. LOUIS HANSMANN, Kenosha, Wis.

FOR SALE — Two-color, four-roller Huber press, 32½ by 50, complete; good condition, old style, cheap; crated ready for shipment. H 899.

FOR SALE — One Canadian linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, Nova Scotia, Canada.

HELP WANTED.

Bookbinders.

AN EXCELLENT OPENING FOR AN A-1 BOOKBINDER AS WORKING FOREMAN — Must be thoroughly experienced in managing help, and have good executive ability; to a man of this caliber we can make an attractive offer; state your past experience, your references and the salary that you expect; address all communications to the Superintendent of Printing Department, MEYER & THALHEIMER, Baltimore, Md.

Compositors.

HERE'S A SPLENDID OPENING FOR A STRICTLY A-1, MODERN JOB COMPOSITOR — We will pay a good salary to an A-1, modern job compositor who can prove to us his worth in modern type display; to a sober, reliable man who can make good we have an interesting proposition to offer, which will make it worth his while to locate in Baltimore, the live, hustling city of the South, where home-living conditions are ideal and inexpensive; we have no time to waste with ficaters or travelers; state your qualifications, references and salary expected, and send samples of your work; address all communications to Superintendent of Printing Department, MEYER & THALHEIMER, Baltimore, Md.

YOUNG AMERICAN, having experience in newspaper or printing branch, may enter as assistant, without remuneration, in my office; far-seeing parents should take advantage of this excellent opportunity; thorough education in the German language. RICHARD GRUENDLER, publisher of periodicals and advertising agent, Rathausstrasse, Halle a. S., Germany.

A YOUNG MAN, journeyman compositor, for the position of assistant foreman in one of the publishing houses of the Methodist Episcopal Church in southern Asia; for particulars, write, giving age, experience, church connections and present occupation, to AGENT, METHODIST PUBLISHING HOUSE, 1238 Tucker st., Philadelphia, Pa.

WANTED — Job compositor, young man or lady; two-thirder; permanent position and good chance to learn, in private plant near Detroit. Address H 901, this paper, giving experience and wages expected.

WANTED — A first-class job compositor, one who can handle the very highest grade of commercial work; scale, $25.50 per week. THE CARSON-HARPER CO., 1336 Lawrence st., Denver, Colo.

Engravers.

WANTED — Superintendent or general foreman to take charge of manufacturing end of engraving plant, with first-class equipment and more than $30,000 invested; must be young man and have thorough, practical knowledge of the photoengraving business from A to Z. Party must be able and willing to invest at least $3,000 in business, but investment will be permitted only after man has shown by actual demonstration that he is worth while. Don't need the money, but want investment so that party will have something else to work for but his envelope on Saturday night, and will give the best there is in him. H 897.

Foreman.

WANTED — Printing superintendent by eastern printing concern doing high-class catalogue and illustrated work; must be fully competent to handle composing-room and lay out copy. G 924.

Pressmen.

WANTED — Live, experienced platen pressman, capable of handling all kinds cover and color work, including embossing; a permanent position for first-class man; state references, experience and salary expected; communications will be strictly confidential. G 812.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

PRINTER-PRESSMAN wanted; small job office, growing western town of 6,000; union, wages, 21 to $24; splendid climate. G 920.

Salesman.

WANTED — Traveling salesman for Chicago wholesale house; good opportunity for country printer who is ambitious; must be of good address, temperate, quick to learn, good character and strong personality; must have natural selling ability and be competent to qualify to cover a good territory, and willing to work for a salary he can earn on the start; give full particulars and experience in first letter. G 926.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York. Six weeks, $50; eight weeks, $65; twelve weeks, $80; 7 Linotypes; day and evening classes; lesson sheets; mechanical instruction; employment bureau; hundreds of successful graduates; write or call for particulars.

SITUATIONS WANTED.

Artists.

SITUATION WANTED with large printing house making a specialty of book or magazine work, by an artist making a specialty of book illustrating, also having experience in commercial work; personal habits positively reliable. H 895.

Bookbinders.

BINDERY MANAGER, competent, all-around, age 37, at trade 22 years; good references; wishes place as first man or working foreman in bindery, not over ten employees; Southwest preferred. H 905.

ALL-AROUND BOOKBINDER and folding-machine operator desires position where his services will insure advancement; position more object than salary; age 21, German. H 846.

BINDERY FOREMAN wants position; competent in all branches, good mechanical and executive ability; 14 years' foreman experience in printing houses. G 459.

FORWARDER AND FINISHER wishes to connect with good house; first-class man, sober, reliable, experienced foreman; married, age 30. G 921.

WANTED by an all-around forwarder and finisher, position in country or small city bindery; references. G 911.

ALL-AROUND BOOKBINDER AND RULER wants situation; first-class references. H 929.

Foremen.

A-1 FOREMAN wants to change location; good reason; age 33, married; six years' foremanship experience; all-around union printer; absolutely sober, reliable; hard worker; first-class executive; up to date in systems, shop practice, efficiency; good correspondent and advertising man; want to hear from shops needing a wide-awake, hustling foreman. G 908.

SITUATION WANTED by a thorough, practical young newspaper foreman-superintendent; a thorough executive, competent in handling men; for last four years engaged in handling large city daily with double-head issue; have no objection to job office in connection with daily newspaper; will go any place in United States. G 594.

SITUATION WANTED — Superintendent desires position about September 1; medium-sized plant, doing high-grade catalogue, publication and commercial work; fifteen years' experience; age 35; prefer Wisconsin or Minnesota city over 25,000; might make small investment, if desired. G 923.

YOUNG MAN, PRACTICAL PRINTER, experienced in superintending manufacturing printing plant and good estimator and proofreader, wants position offering opportunities; can bring clientage to employer. G 917.

PRINTING SUPERINTENDENT — Best experience, seeks change for excellent reasons; also sales experience. G 753.

Newspaper Men.

SITUATION WANTED by first-class newspaper man, ads., make-up or proofs; west of Mississippi; no has-been, but first-class, sober, reliable, up-to-date worker; day work preferred; can come at once; union. G 916.

Operators.

LINOTYPE MACHINIST-OPERATOR wants position as such; at present in charge of seven machines; can set 4,000 ems per hour, understands machine thoroughly and also able to work at the case; references, if desired; steady, sober and Prot.; age 27, married, and union; will go anywhere. WILLIAM E. CUMMINGS, 74 South st., Medford, Mass.

SITUATION WANTED — By first-class machinist-operator in Montana, Idaho, Wyoming or Colorado; union; strictly sober and dependable; varied and thorough experience. Address BOX 136, Yellowstone Park, Wyo.

WANTED — Position as machinist-operator; 9 years' experience; can run from 4 to 12 machines, and can set 276,000 in 50 hours. HARRY B. POTTER, care New York *World*, New York city.

Machinist-Operator.

MACHINIST-OPERATOR — Skilled machinist, very speedy, accurate operator, can do anything with machinery; large experience; union; reliable; wants situation in West. G 922.

SITUATION WANTED as linotype machinist; had 18 years' experience in mechanics; will take out-of-town position. GEO. RETTIG, JR., 1258 Francis st., Chicago, Ill.

Pressmen.

PRESSMAN — Union, wishes position; experience 12 years on half-tone and all grades of work; New York or Jersey City. J. B., 37 Boyd av., Jersey City, N. J.

SITUATION WANTED — Cylinder pressman, young, married man, thoroughly competent on high-grade work, wants permanent position; Pacific West. G 724.

Salesmen.

SALESMAN with seven years' successful road experience in printing machinery and printers' supplies wants position with exclusive machinery house; age 38, married; regular habits; references. G 879.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 362 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-13

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photoengravers' Machinery and Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: Unitd Printing Machinery Co., Boston-New York. 2-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st., "WESEL QUALITY." 3-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery. Write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

REBUILT guaranteed printing and bookbinding machinery, and material; send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass. tf

Printers' Rollers and Roller Composition.

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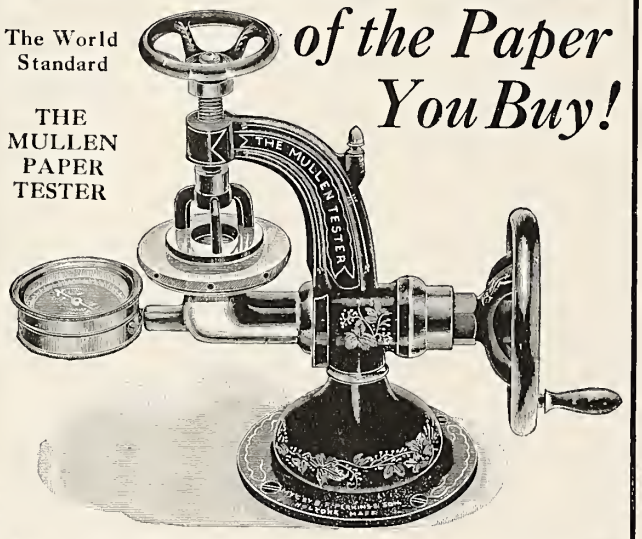
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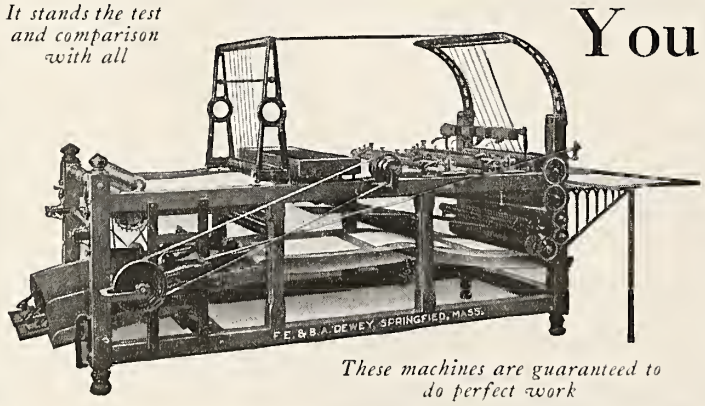
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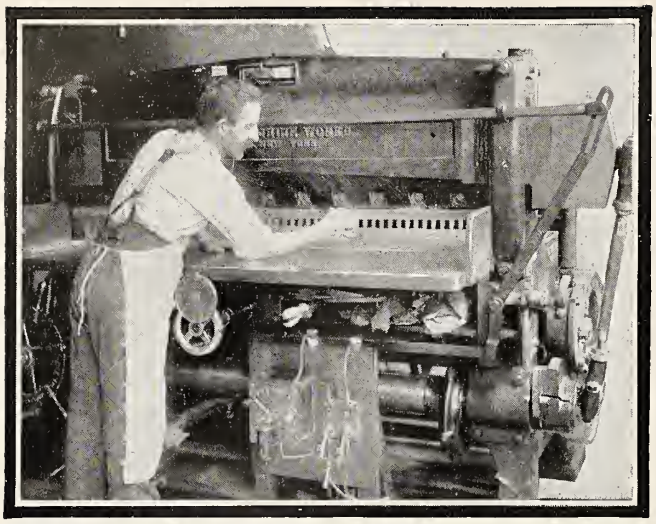
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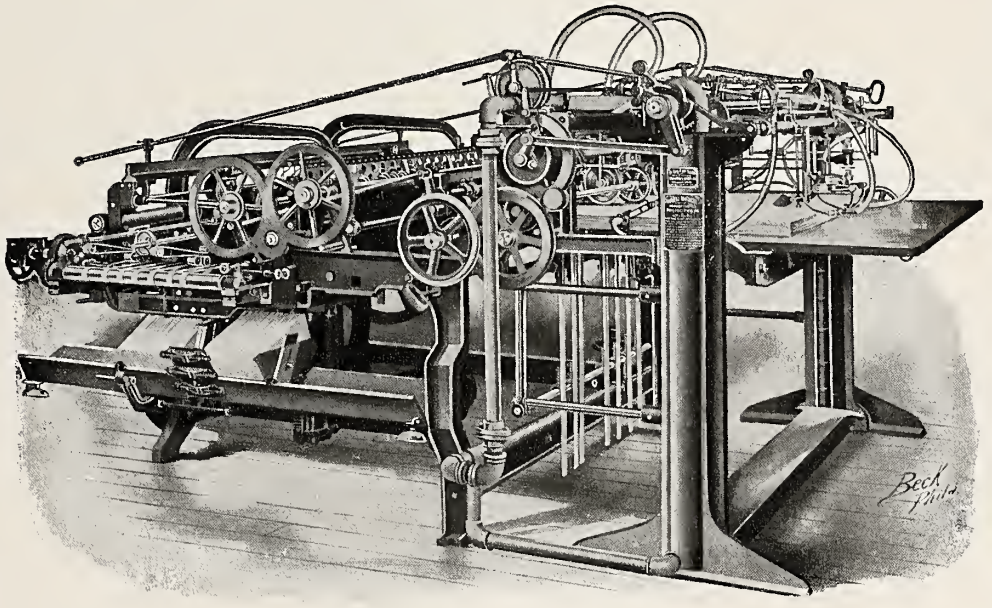
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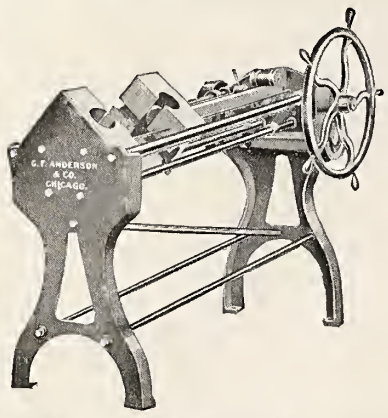
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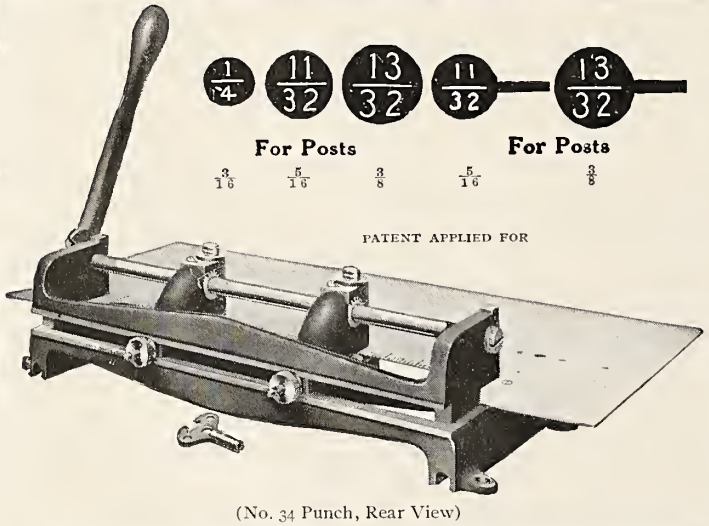
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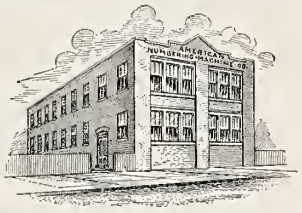
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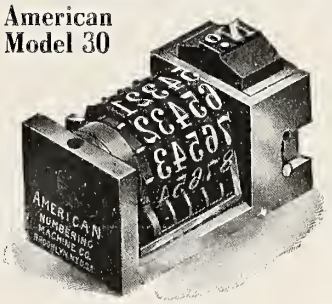
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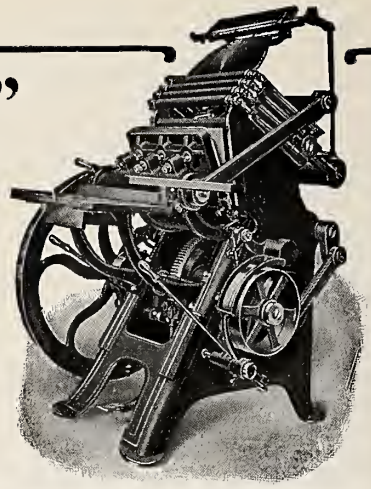
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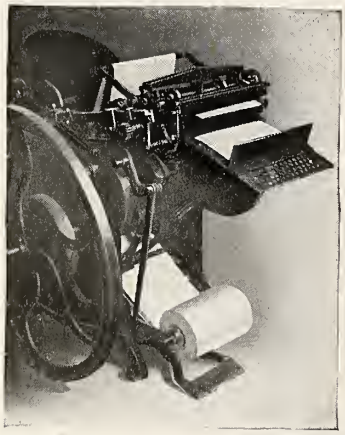
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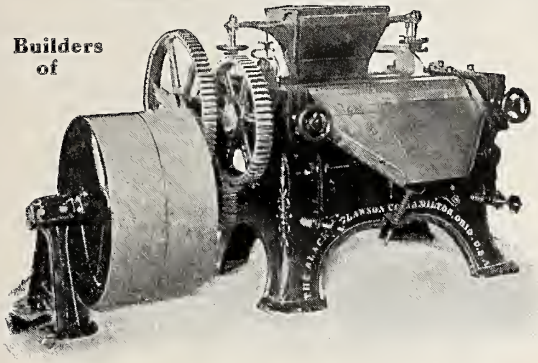
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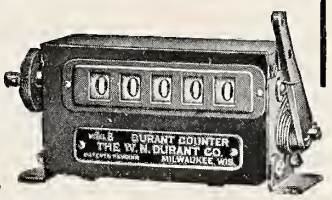
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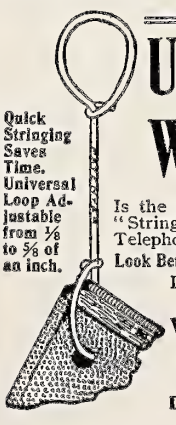
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Sheets, 6 x 9 inches. $1.00 a Dozen, postpaid
THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO.

GET PAID FOR A FULL COUNT
Higher prices require Better Counting. Your Gordons, Colt's Armory and Universal presses are incomplete without the easily applied
DURANT COUNTERS



"Roughing" for the Trade
We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.
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Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.

The Universal Wire Loop



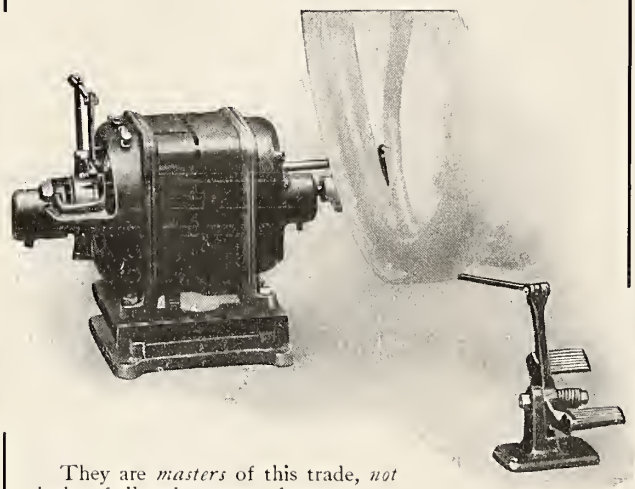
Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.
Look Better and Won't Break or Wear Out!
Let us send sample and quote you prices.
WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT • • • • MICHIGAN

PATENTED
This cut illustrates one of the various sizes of hangers for books ¾ to 8 inches in thickness.

KIMBLE
PRINTING-PRESS
MOTORS

Are Built Expressly for Printing-Presses

(Alternating Current)



They are *masters* of this trade, *not* jacks of all and masters of none.

They vary speeds by the touch of a foot lever — not by "steps," but by easy gradations — up or down.

They are instantly reversible at any speed.

They are remarkable especially for their unequaled economy at speeds below maximum.

All other motors cost just about as much to run at 800 or 1,000 impressions an hour as they do at 2,000, while cutting speed with a KIMBLE cuts current cost correspondingly.

Kimble Motors Are Made for Jobbers or Cylinders

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We build a complete line for all sizes of presses, from the smallest jobber to the largest cylinder.

Also a special line of Kimble Motors for

Linotypes, stitchers, cutters, folders and other printing-office machinery.

Let us estimate on all your requirements from a single machine up to your complete shop equipment.

Kimble Electric Company
1125 Washington Boulevard *Chicago*

Save a Dollar!

If you send remittance *now*, while this offer holds good, we will send the book mentioned below, postpaid, for

$1.50

Reference Handbook of Electrotyping and Stereotyping

By C. S. PARTRIDGE

This book has heretofore been sold for $2.50. It contains a wealth of information that no electrotyper or stereotyper can afford to be without

THE INLAND PRINTER CO.
632 SHERMAN STREET, CHICAGO

Tympan Gauge Square

FOR QUICKLY AND ACCURATELY PLACING THE GAUGE PINS ON A PLATEN PRESS.

Made of transparent celluloid, ruled in picas. Size, 3¾ x 8⅛ inches.

By placing the square over the impression of the job on the tympan in the proper position, and marking with a pencil along the left and lower edges, the gauges can be placed correctly at once. Will save its cost in one day's use.

Twenty-five cents, postpaid to any address.

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Altha Cover

22½ x 28½ — 80 lbs.

White, India, Pecan, Suede, Brown

DECIDEDLY NEW AND ATTRACTIVE

13½ cents per lb.

Parker, Thomas & Tucker Paper Co.

"Profit-Producing Printing Papers"

514-522 Sherman Street **Chicago, Ill.**

"Where There Is a Demand There Is a Supply"

¶ Publishers and printers have long felt the need of a Bible paper that would be sufficiently qualified to bring out the *excellency* of their handiwork.

¶ This need is met to-day in

King James, Oxford XX, Westminster *and* Encyclopedia Brands *of* Bible Papers

¶ These brands are the result of years of experimenting by the world's most efficient papermakers, and in these brands there is being placed upon the market a paper *unexcelled* in bringing out the best in the art of printing.

¶ For publications, de luxe and pocket editions, catalogues and advertising matter of all kinds, where little bulk and elegance is desired, these papers are recommended.

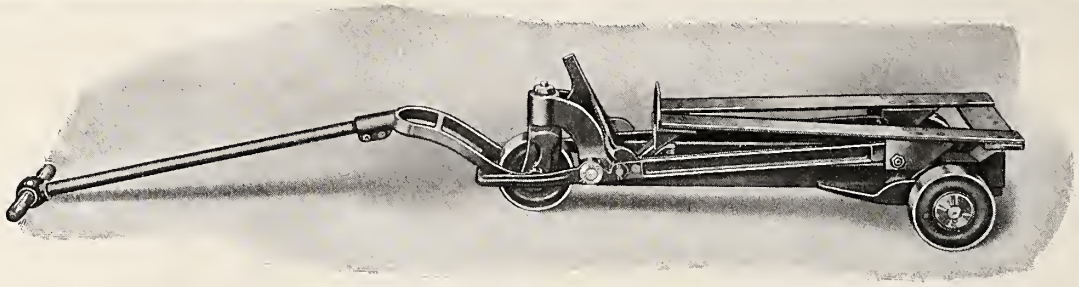
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THE BIGGEST FACTOR IN TRUCKS

100 TRUCKS IN ONE This remarkable combination of lift and tractor has eliminated reloading from the printing-plant and the paper-mill. It is very compact, is built entirely of metal, has roller bearings and is practically indestructible. One Cowan Truck will easily serve 100 platforms. The platforms you can build in your own shop for 75 cents each.

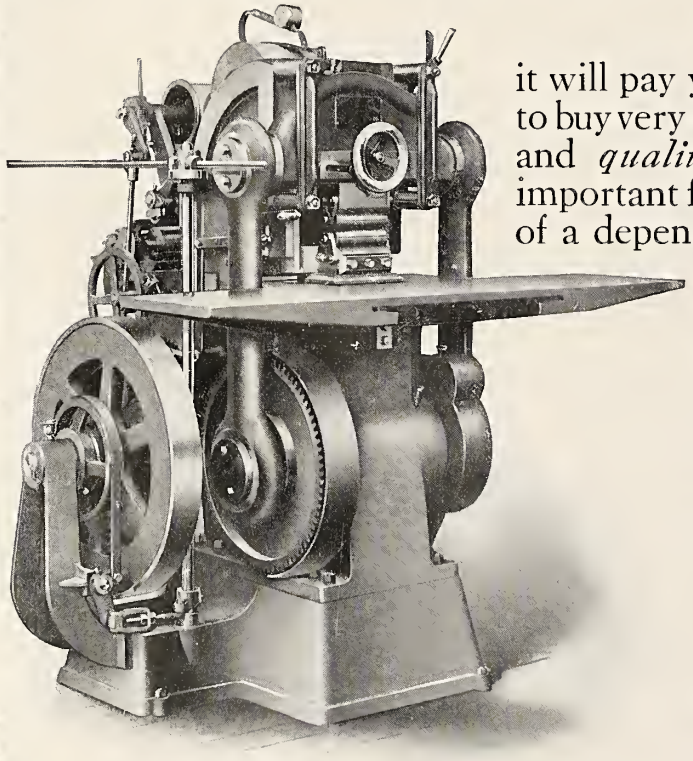
To operate, the Cowan Truck is pushed beneath a platform or "skid" and the lever pulled down. The simple movement elevates the load from the floor and locks it in place. There is no "screwing" or "jacking" up required.

THE COWAN "ALL-METAL" ELEVATING TRUCK

Just what you need to effect economy of floor space, of time in loading and unloading from platform to truck, and of waste and soilage in handling. In three months' use, one of these trucks will easily pay for itself. Hundreds of the largest firms in the country are now using the Cowan Truck system exclusively. Let us demonstrate what it can accomplish in your plant. *Write for pictorial catalog with complete description and price quotations*

COWAN TRUCK COMPANY, Holyoke, Mass.

If You Are Not Familiar With Die Press Conditions—



it will pay you to investigate what you are about to buy very thoroughly. Remember—*durability* and *quality of work* turned out are the two important features to be reckoned in the selection of a dependable and satisfactory die press.

Such a die press means increased output, increased character of product, and greater profit.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses

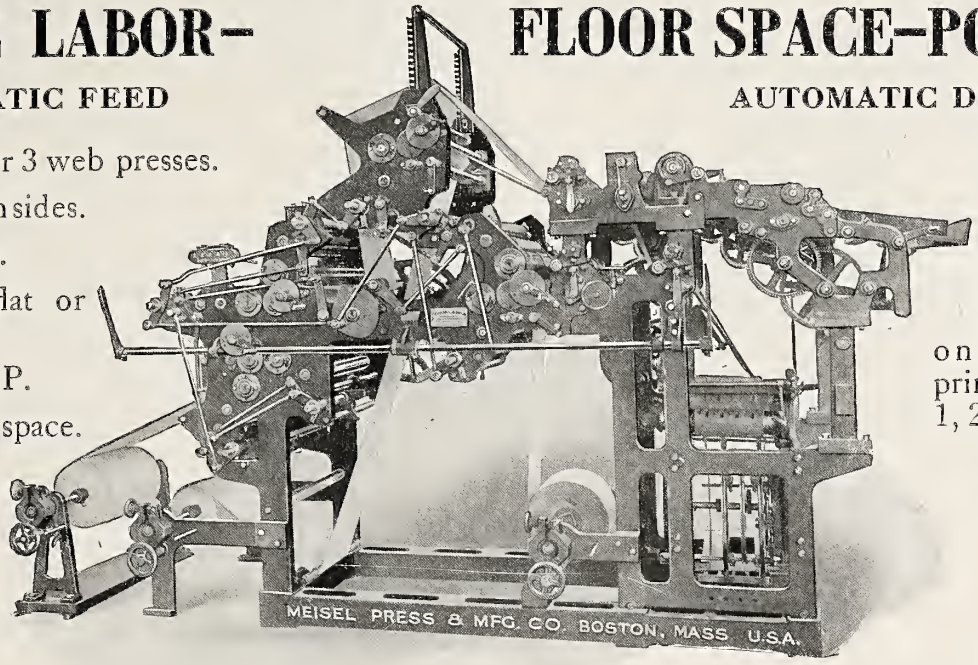
Modern Die & Plate Press Mfg. Co.
Belleville, Illinois

LARGE FINISHED PRODUCTS IN ONE OPERATION

SAVE LABOR— FLOOR SPACE—POWER

AUTOMATIC FEED **AUTOMATIC DELIVERY**

One of our 3 web presses.
Prints both sides.
Perforates.
Delivers flat or folded.
3 to 5 H.-P.
5x14 floor space.



Output per hour, 10,000 to 30,000 full size sheets, depending on whether printing from 1, 2 or 3 webs.

We have patterns for a great variety of Automatic Printing Presses.

Write us as to your requirements

If possible, send samples showing principal sizes, colors and grade of printing, so that we can submit suggestions as to suitable size and style press and quote prices.

MEISEL PRESS MFG. CO., 944 to 948 Dorchester Ave., BOSTON, MASS.

Manufacturers Salesbook Presses — Ticket Presses — Rotary Presses for Roll and Sheet Products

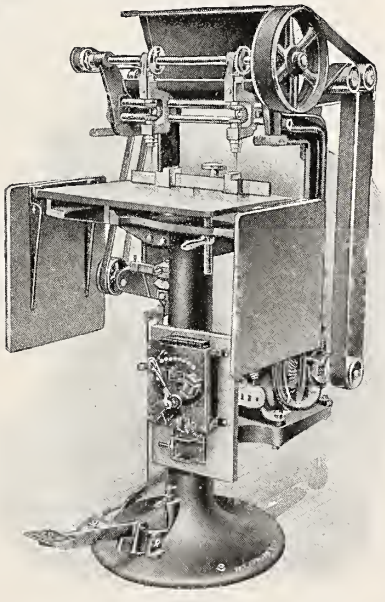
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— This Is Not a Hollow Drill —

For Printers and Book Manufacturers

THE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction, and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a ½ horse-power motor and is regulated by a combination of pedals at base of pedestal for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from ⅛ inch up, without clogging or bending the Cutters. Holes are cut clean, and shavings taken up by the conveyor inside of Cutter and transferred by same to spoutings arranged on both sides of machine, then dropped into receptacles on floor. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of 1¼ inches, in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to 2½ inches.

We are also manufacturers of Berry's Machine for Loose-Leaf Work and Devices.



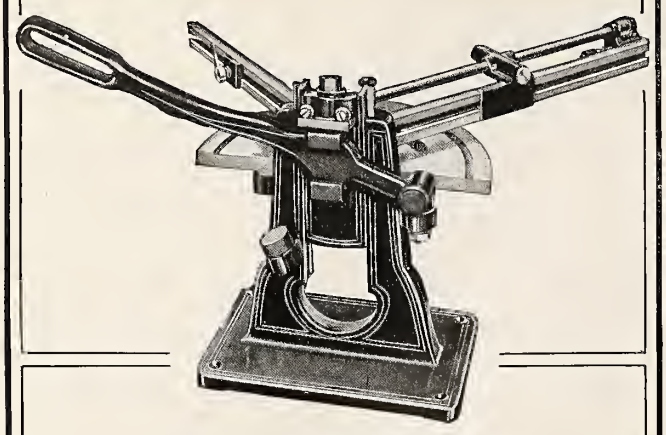
Patents, August 8, 1911 — January 9, 1912

This cut gives you an idea of its appearance and construction.

For circulars and prices, address

THE BERRY MACHINE CO., 309 N. THIRD STREET ST. LOUIS, MO., U. S. A.

EASTERN REPRESENTATIVE: H. HINZE, TRIBUNE BLDG., NEW YORK CITY



The Rouse Mitering Machine

embodies all the good points of similar tools and, in addition, has a number of exclusive time-saving, accuracy-insuring features not found in any other miterer. These features include a positive and permanently accurate *Point Gauge* that adjusts instantly and locks automatically, enabling you to

Miter to Points

inside measures. Also an improved method of locating and locking the rule holder to all necessary angles, which permits very quick changes of angle, gives unusual strength and insures perfect accuracy. These features alone place the Rouse Mitering Machine in

A Class by Itself

But that is not all. Any way you look at it — design, construction, finish, accuracy or convenience — you find it the "class"; the best and handiest miterer you ever saw.

Price $20.00

Extension Gauge (60 to 160 picas)
$5.00 Extra

You ought to have one

Sold by dealers everywhere

Made only by

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Is Yours a Small Country Printing Office?

THEN you will be interested in the August issue of THE PRINTING ART, which contains an exhibit of the work of a Massachusetts printer, located in a town of a few hundred people.

Among many other helpful and valuable things in this issue, you will find an article, "How Printers Have Built Business," which may aid you to greatly increase your profits.

Send 30 cents to-day for a copy of this issue of THE PRINTING ART—the handsomest printing trade journal published.

Address

THE PRINTING ART
CAMBRIDGE, MASS.

The Typographic Contest in Print-shop Advertising

is open until September 1. All can enter without cost. If you have not sent in a specimen, do so at once. A copy of the rules will be sent on request, and they are printed in the



August number of The American Printer

Every number of The American Printer is planned to give the printer short, terse articles on business, technical and news subjects. It is a magazine of interest to all connected with the printing business, from the proprietor to the apprentice. Something new in every number: color inserts, reproductions of printed jobs, new things in typography, illustration and plate making. The August number of The American Printer has an article, with reproductions, on the decimal system of time-keeping. How they make business printers at Harvard. Meaty extracts from cost-congress addresses for quick reading. Ideas on machine composition and presswork. Ten styles of making an illustration. A printer's advertising. Art in magazine illustration. Newspaper subjects. Business and cost problems. Review of specimens. Simple bookbinding helps. Estimating. Typographic specimens reset. Photographs of printers' outings and organization meetings. Queer things in printerdom. The important news of the month. A fine number of the printers' monthly magazine.

American Printer readers get matter prepared exclusively for them

Send thirty cents for a sample copy of the August number now, or three dollars for a year's subscription

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You Can Get This Paper When You Need It

¶ When the time for delivery of a job is short, then you want the stock quick—ten days or two weeks won't do.

¶ Hammermill Bond is carried in stock at the mill in all sizes and weights and in 12 colors and white. This enables us to ship at once. You need not be delayed if you persuade your customer to select

HAMMERMILL BOND

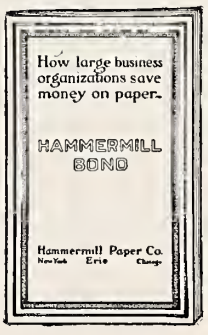
The Best Paper at a Moderate Price

¶ Its strength and durability make it just the stock for all office and factory forms. Its quality and finish adapt it to letter-heads. Its price is so low you can figure it in every estimate.

Write on your letter-head—NOW for FREE Book of Samples

and sample sheets for testing. Convince yourself that you have never handled a sheet of paper equal to Hammermill Bond at anywhere near its price.

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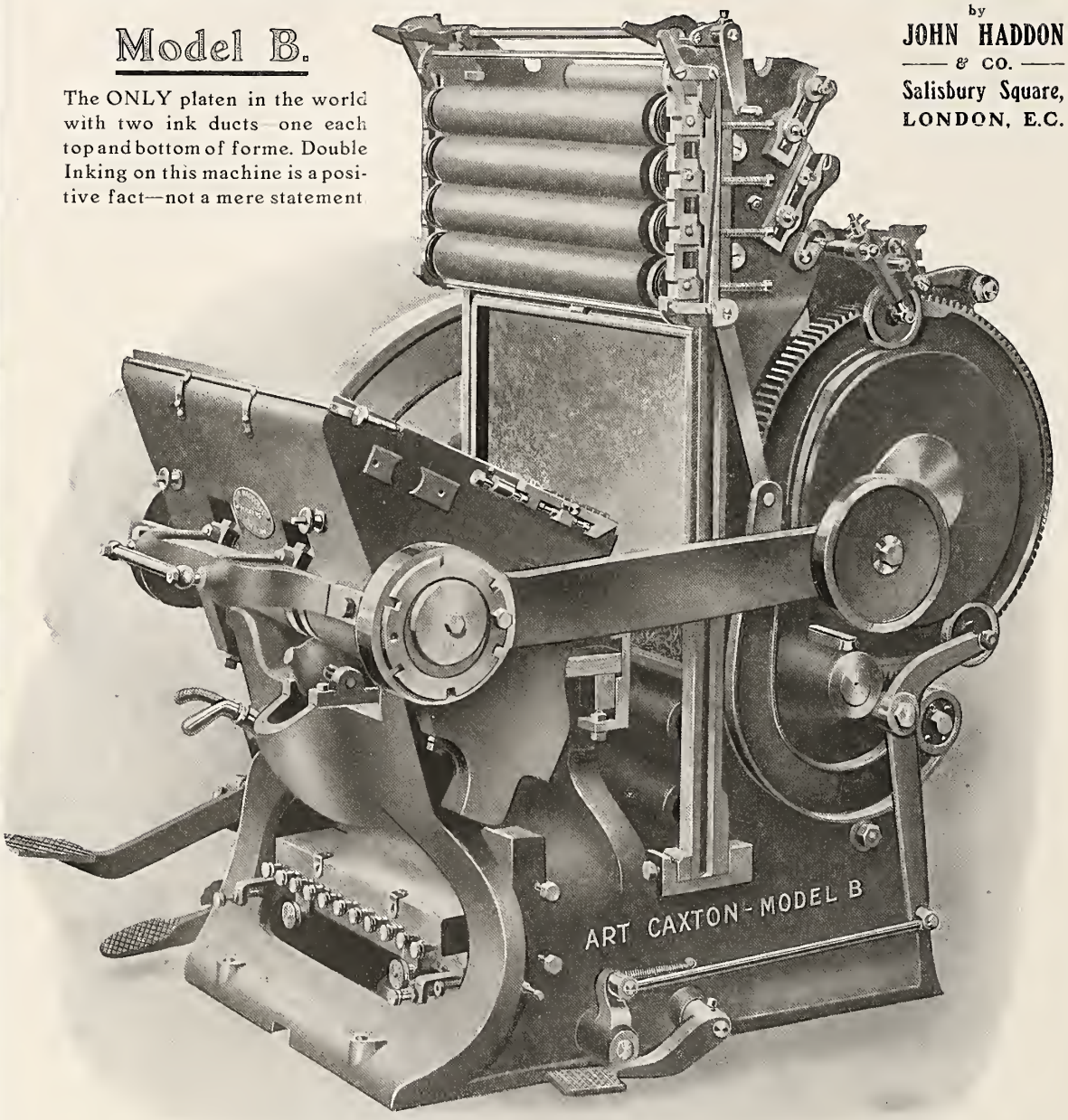
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MADE IN ENGLAND IN THREE SIZES, AND NINE MODELS.

Model B.

The ONLY platen in the world with two ink ducts—one each top and bottom of forme. Double Inking on this machine is a positive fact—not a mere statement

by
JOHN HADDON
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Also has

Double-Gearing, Two-Position Platen, Interchangeable Inkers and Distributors ($2\frac{3}{4}$"), Roller Throw-out Device, Adjustable Tracks, Complete Treadle Control, etc.

YOU MUST SEE IT at H. HINZE

Tribune Building, NEW YORK

ANGLO-CANADIAN TYPE & PRINTING MACHINERY CO., Ltd., 124, York St, Toronto



Two men and two *Potter Proof Presses* can do the work of four men and four hand presses.

If two men and two *Potter Proof Presses* can do the work of four men and four hand presses, what'ell do you care what the *Potter Proof Presses* cost or how much junk allowance you can get for your old hand presses?

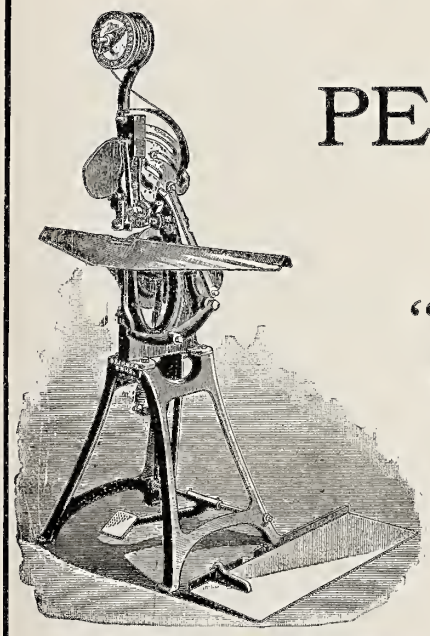
A. F. Wanner & Co. ***431 So. Dearborn St., Chicago***

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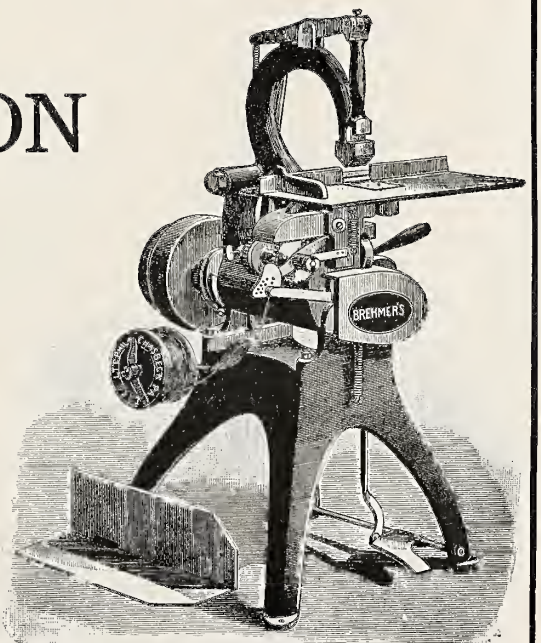
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PERFECTION

"Brehmer Stitchers"



No. 33. For Booklet and other General Printers' Stitching.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

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FOR PRINTERS



Best Detergent for cleaning and preserving Rollers

COPPER AND ZINC PLATES

MACHINE GROUND AND POLISHED

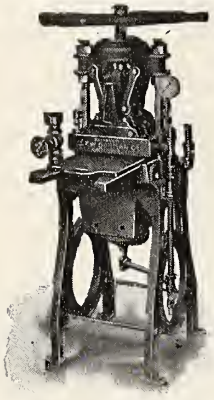
CELEBRATED SATIN FINISH BRAND

FOR PHOTO-ENGRAVING AND ETCHING

MANUFACTURED BY

THE AMERICAN STEEL & COPPER PLATE CO.

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Printer, Buy Me

Put energy back of me.
You have the material and I will make you rich.
Lots of money in
RUBBER STAMPS

Write for catalogue

The J. F. W. Dorman Co.
Baltimore, Md.
U. S. A.

PRESSMEN'S OVERLAY KNIFE

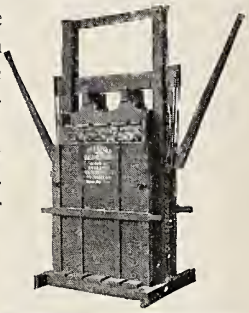
This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

PRICE, POSTPAID, 25 CENTS

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1729 Tribune Building, New York

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will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
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QUALITY

First, Last and All the Time.

E. W. Blatchford Co.
230 N. Clinton St., Chicago
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We cater to the Printing Trade in making the most up-to-date line of

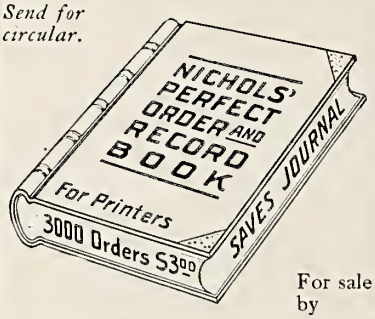
Pencil and Pen Carbons

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Also all Supplies for Printing Form Letters

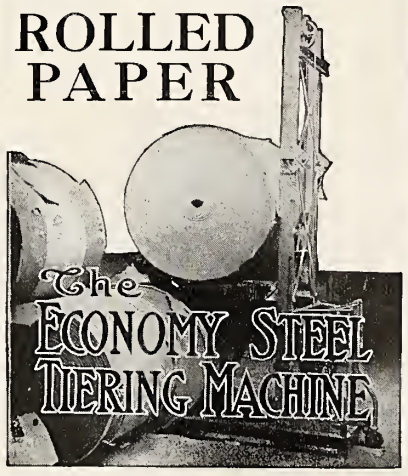
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MANUFACTURERS FOR THE TRADE ONLY

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For sale by
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ROLLED PAPER



One of the Meanest Packages to Pile is a Roll.

Handled by one of these machines, however, the job is easy. And it will pile anything.

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FOREIGN AGTS.
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A HANDBOOK FOR USERS OF PRINTING

64 pages—Flexible Cover—3x6 inches—a size and shape most convenient for pocket and desk use.

A CYCLOPEDIA
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EVERY-DAY INFORMATION
for the
NON-PRINTER
ADVERTISING MAN

Ever feel the lack of technical printing knowledge? **"Concerning Type"** tells all about type, how it is divided into text and display faces, explains the point system, shows eighteen kinds of type—each in seven sizes; contains valuable information about engravings, composition, proofreading, paper, presswork, binding, estimating, a complete dictionary of printing terms, and a hundred other things you should know—but probably don't. Endorsed by every one who knows a good thing when he sees it.

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1729 Tribune Bldg. New York
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Polished Copper

for Half-tone and Color Processes

Polished Zinc

for Line Etching, Half-tone and Ben Day Processes

Chemicals, Supplies and Equipment

for the Shop, Gallery and Artroom

National Steel and Copper Plate Co.

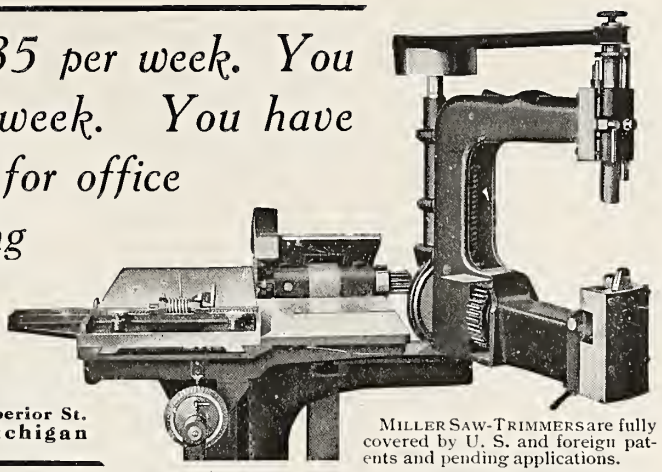
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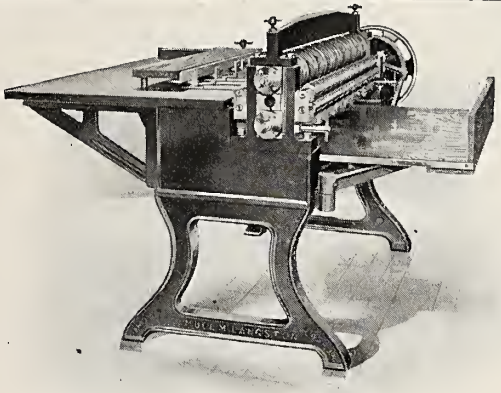
You pay printers from $18 to $35 per week. You pay office help $8 to $15 per week. You have typewriters and adding machines for office help. Why not this standardizing machine for your printers?

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.



The Langston Rotary Binders' Board Cutter

Cuts Binders' Board or Card Stock Rapidly and Accurately

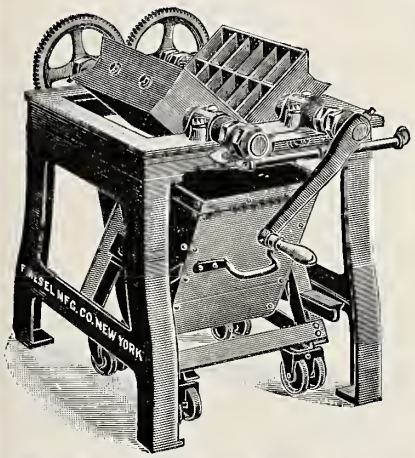
Saves Time and Money and Eliminates Spoilage

Write for full particulars

SAMUEL M. LANGSTON

CAMDEN, N. J.

THIS WORKS QUICK AS A MAN CAN HANDLE A LADLE



INGOT CASTER with water-jacketed moulds for 48 ingots and all-iron truck. Made also to double this capacity.

With this Ingot Caster beside your Linotype Metal Furnace, the man with the ladle pours the metal and *at once* turns the crank, dropping the water-cooled ingots into the wheeled truck. Repeat according to the amount of metal needed.

IT USED TO BE DONE THIS WAY:

Man lays out a dozen pan moulds on floor in front of furnace. Pours metal slowly—spills much. *Waits for metal to cool.* Empties each pan (with deliberation as metal is still hot). Repeats process.

Wesel Linotype Equipment embraces Proof Presses, Slug Cutters, Saws, Galleys, Matrix Cabinets, Brushes, etc.

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Printers' and Platemakers' Equipment

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NEW YORK, 10 SPRUCE STREET **CHICAGO, 431 SOUTH DEARBORN STREET**

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Manufacture

INKS

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¶ New customers are just as valuable as old customers, as each new customer is an old customer in the making.

¶ We realize that every one that favors us with an order does so because he believes he can buy better ink from us than elsewhere, and we do our best to prove his good judgment.

¶ When you are in need of ink, either special or standard colors and qualities, send us your order and feel assured that the best of our knowledge will be used in filling it.

¶ It causes no more effort on our part to treat your orders as if they are appreciated, and we realize fully that without customers there would be no Eagle Printing Ink Company.

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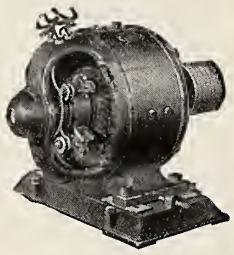


"I fussed around with all sorts of power for a quarter century till a few years ago. Then I ripped out all the antiquated stuff and installed

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SPECIAL ATTENTION TO COUNTRY ORDERS

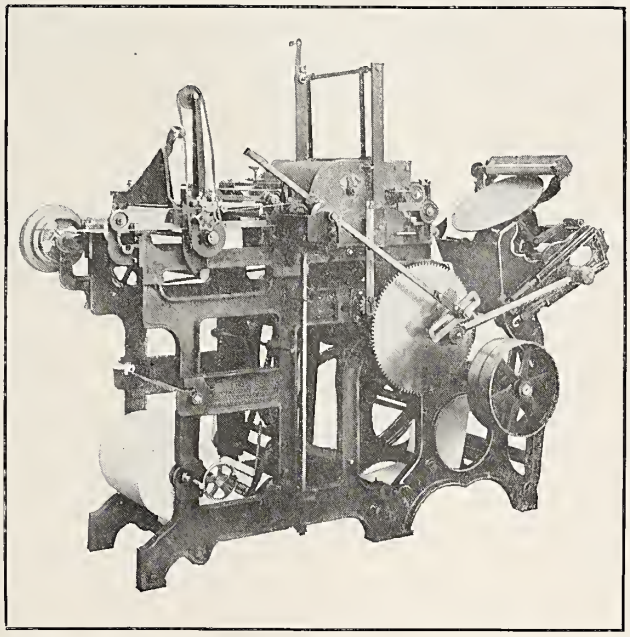
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Prices, sizes and further information furnished upon request.

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We have created a standard in color-plates second to none,

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¶ because every man in our employ is an expert in color reproduction;

¶ because we are specialists, making none but color-plates, anything from two colors up;

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¶ because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

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¶ because our service extends all over the country and is thoroughly dependable.

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Specialists in Color-Plate Engraving and Printing

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The Massachusetts School of Advertising of Holyoke, Mass., is conducted by experienced advertising men who have won their spurs at the business.

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THE INLAND PRINTER

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MANUFACTURING PRINTERS

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Yours very truly,
THE JERSEY CITY PRINTING CO.

ENC.

WYD/DW

Treasurer & Business Mgr.

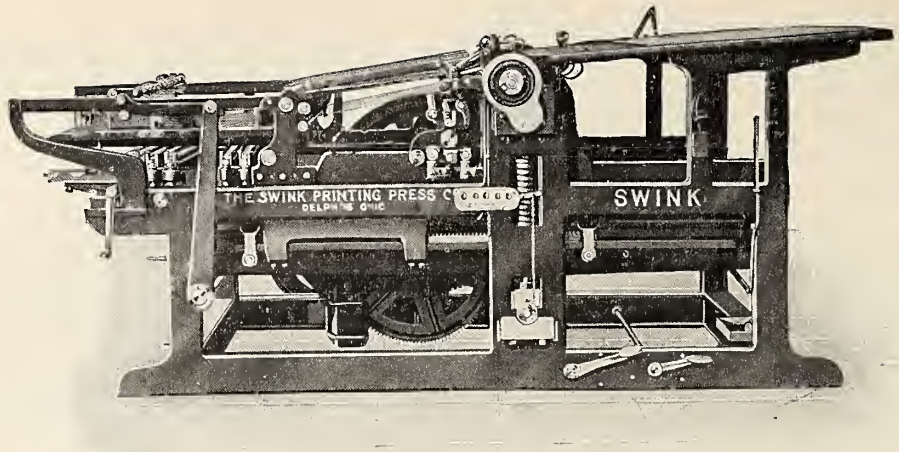
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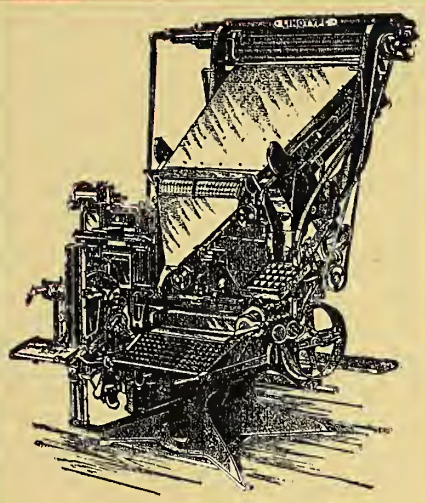
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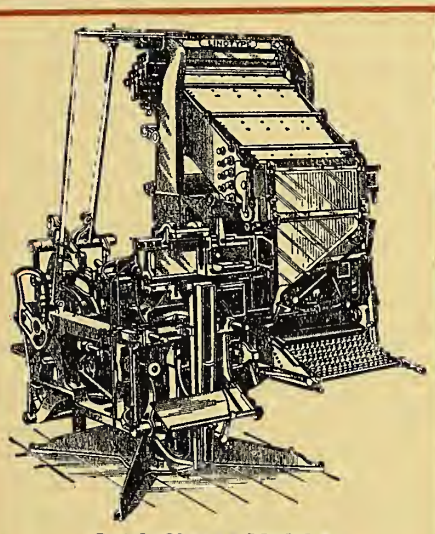
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and

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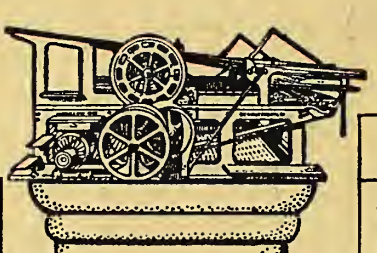
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RIO JANEIRO — Emile Lambert
PORTO ALEGRE (Brazil) — Edwards, Cooper & Co.
HAVANA — Francisco Arredondo
SANTIAGO (Chile) — Enrique Davis
BOGOTA (Colombia): Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.
TOKIO — Teijiro Kurosawa

The Miehle June Shipments 1912

The Miehle

NAME OF CUSTOMER	PREVIOUSLY PURCHASED	THIS MONTH
Kramer & Chandler - Omaha, Neb.	1	
Universal Ptg. & Eng. Co., - Erie, Pa.	1	
Allen, Lane & Scott, Philadelphia, Pa.	1	6
Winter-Langeneckert Fold'g Box Co., St. Louis, Mo.	1	1
Henry Field Seed Co., Shenandoah, Ia.	1	
Jas. K. Turner - Cleveland, Ohio	1	
J. A. Bluntach - - Rochester, N. Y.	3	3
The Telegram Job Printer, Winnipeg, Man.	1	4
Stephen H. Mitchell, Saskatoon, Sask.	1	
A. R. Barnes & Co. - - Chicago, Ill.	2	12
Thompson-White Co. - Chicago, Ill.	1	1
Walton & Spencer Co. - Chicago, Ill.	1	6
The Windermere Press - Chicago, Ill.	1	1
George Seton Thompson Co., Chicago, Ill.	1	1
E. R. Meitzen - - Hallettsville, Tex.	1	
Combe Printing Co. - St. Joseph, Mo.	2	8
Frank Collyer - - New York City.	1	
Butterick Pub. Co. - New York City.	1	30
Messrs. Brigdens, Ltd. - Toronto, Ont.	1	1
The London Ptg. & Litho. Co., London, Ont.	1	2
J. Manz Engraving Co. - Chicago, Ill.	2	34
Joe Wilson Ptg. Co., San Francisco, Cal.	1	
The Guide Pub. Co., - Huntington, Ind.	1	
Braddock Daily News Pub. Co., Braddock, Pa.	1	
The Brown Bag Filling Machine Co. Fitchburg, Mass.	1	1
The Cargill Co. - Grand Rapids, Mich.	1	11
Commonwealth Press, Worcester, Mass.	1	3
The Browning Press, Cleveland, Ohio,	1	2
The Evening Post Job Ptg. Office, New York City.	2	2



OVER 8000 Miehles IN USE

Surpassing combined output of all other 2-rev. press manufacturers in the world.

QUALITY

For prices and other information address Dept. D.

NAME OF CUSTOMER	PREVIOUSLY PURCHASED	THIS MONTH
The Acme Press - - Victoria, B. C.	1	
A. B. Dick Co. - - - Chicago, Ill.	1	
The Stevens-Davis Co. - Chicago, Ill.	1	1
Asa Printing Co., Chattanooga, Tenn.	1	
Times Printing Co., Chattanooga, Tenn.	2	4
Joseph Mack Ptg. House, Detroit, Mich.	1	8
Charles Scribner's Sons, New York City.	2	21
J. A. Paton - - - Eburne Sta., B.C.	1	
Wright & Potter Ptg. Co., Boston, Mass.	1	10
John T. Palmer Co., Philadelphia, Pa.	1	
W. F. Hall Ptg. Co. - - Chicago, Ill.	1	1
Eau Claire Book & Sta. Co., Eau Claire, Wis.	1	2
The Crowell Pub. Co., Springfield, Ohio.	1	8
Trow Directory Ptg. & Bk. B'dg Co. New York City.	1	10
Stevens, Maloney & Co. - Chicago, Ill.	1	2
Williams Printing Co., New York City.	1	29
W. J. Anderson - - - Chicago, Ill.	1	
Grit Publishing Co., Williamsport, Pa.	1	3
National Blank Book Co., Holyoke, Mass.	1	7
Buffalo Volksfreund Ptg. Co. Buffalo, N. Y.	1	4
E. J. Schuster Ptg. Co., St. Louis, Mo.	2	4
Hoyer & Robinson - - Oelwein, Ia.	1	
Frederick Stearns & Co., Detroit, Mich.	1	3
Foreign Shipments - - - - - -	10	606
Total -	71	852

Miehle Printing Press & Manufacturing Co.

SALES OFFICES IN THE UNITED STATES:

Chicago, 1218 Monadnock Blk.
New York, N. Y., 38 Park Row
Dallas, Texas, 411 Juanita Building
Boston, Massachusetts, 164 Federal Street
Portland, Oregon, 506 Manchester Building
San Francisco, California, 401 Williams Building
Atlanta, Georgia, Dodson Printers Supply Company
Philadelphia, Pennsylvania, Commonwealth Trust Building

14TH AND ROBEY STREETS CHICAGO

Eight and one-half acres of floor space devoted exclusively to the manufacture of two-revolution presses

FOREIGN DISTRIBUTORS:

Toronto Type Foundry Co. Ltd., Toronto, Canada
S. A. des Presses Typogr. Miehle, 7 Rue Laffitte, Paris, France
Miehle Druck Pressen G. m. b. H. 94 Markgrafenst., Berlin, Germany
Herm. Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil
Williamson, Balfour & Co., Santiago and Valparaiso, Chile
Parsons Trading Co., Buenos Aires, Mexico City and Havana

655.05 I5

THE INLAND PRINTER

SEPTEMBER 1912



Smithsonian Institution
SEP 3 1912
National Museum

VOLUME 49 - - NUMBER 6
PRICE THIRTY CENTS
CHICAGO NEW YORK

Not by claims, but by performance
Are reputations made.
'Tis not your estimate,
But your customer's estimate
That counts.
His estimate of the work
He can expect from you.
The inks you use are the index
Of your class in Printerdom.
Since like and like
Have ever a mutual attraction,
'Tis but inevitable, that
Ullman's inks are always found,
Where the best printing is done.



Sigmund Ullman Co.

New York (uptown)
New York (downtown)
Chicago
Philadelphia
Cleveland
Cincinnati



Cardboards & Bristols

The convenience, time and money-saving value of our great line of

CARDBOARDS & BRISTOLS

is something every buyer of this class of stock should know about.

The assortment, which is necessarily an extensive one, embraces a complete range in quality and price for every purpose for which stock of this kind is used.

Our Customers Will Tell You That When You Buy

BUTLER BRANDS

You Are Positive of Getting Utmost Value and Unequaled Service

ASK FOR SAMPLES AND PRICES ON THE CLASS OF STOCK YOU BUY; YOU'LL BE INTERESTED IN WHAT WE HAVE TO SUBMIT.

Distributors of "Butler Brands"

Standard Paper Co. . . Milwaukee, Wis.
Interstate Paper Co. . . Kansas City, Mo.
Southwestern Paper Co. . . Dallas, Tex.
Southwestern Paper Co. . . Houston, Tex.
Pacific Coast Paper Co. . . San Francisco, Cal.
Mississippi Valley Paper Co. . . St. Louis, Mo.
Sierra Paper Co. . . Los Angeles, Cal.
Oakland Paper Co. . . Oakland, Cal.
Central Michigan Paper Co. . . Grand Rapids, Mich.
Mutual Paper Co. . . Seattle, Wash.

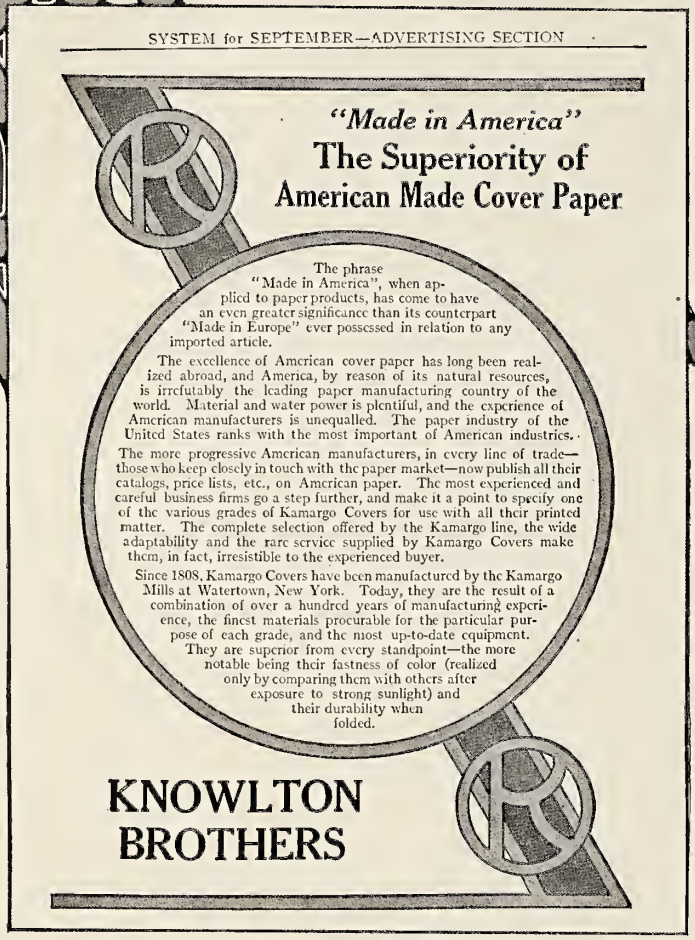
American Type Founders Co. . . Spokane, Wash.
American Type Founders Co. . . Vancouver, British Col.
National Paper & Type Co. (Export only) . . New York City
National Paper & Type Co. . . City of Mexico, Mex.
National Paper & Type Co. . . City of Monterey, Mex.
National Paper & Type Co. . . Havana, Cuba

J. W. BUTLER PAPER COMPANY

Established 1844

CHICAGO

Advertising for Printers Not to Printers


SYSTEM for SEPTEMBER—ADVERTISING SECTION

"Made in America"

The Superiority of American Made Cover Paper

The phrase "Made in America", when applied to paper products, has come to have an even greater significance than its counterpart "Made in Europe" ever possessed in relation to any imported article.

The excellence of American cover paper has long been realized abroad, and America, by reason of its natural resources, is irrefutably the leading paper manufacturing country of the world. Material and water power is plentiful, and the experience of American manufacturers is unequalled. The paper industry of the United States ranks with the most important of American industries.

The more progressive American manufacturers, in every line of trade—those who keep closely in touch with the paper market—now publish all their catalogs, price lists, etc., on American paper. The most experienced and careful business firms go a step further, and make it a point to specify one of the various grades of Kamargo Covers for use with all their printed matter. The complete selection offered by the Kamargo line, the wide adaptability and the rare service supplied by Kamargo Covers make them, in fact, irresistible to the experienced buyer.

Since 1808, Kamargo Covers have been manufactured by the Kamargo Mills at Watertown, New York. Today, they are the result of a combination of over a hundred years of manufacturing experience, the finest materials procurable for the particular purpose of each grade, and the most up-to-date equipment. They are superior from every standpoint—the more notable being their fastness of color (realized only by comparing them with others after exposure to strong sunlight) and their durability when folded.

KNOWLTON BROTHERS

A Two Page Advertisement for Your Benifit

THIS big advertisement appears in the September SYSTEM annual. It is only one of a long series of full page and larger advertisements we publish for your benefit each year. It will be followed by full pages in October and November, and read by hundreds of thousands of paper buyers.

Scores of YOUR customers will read this advertisement. It will interest them in **Kamargo Covers** and influence them to ask you for full details.

This will give you many opportunities for quick sales. It will also help you to secure *new* customers by recommending **Kamargo Covers** to other paper buyers who have been attracted by our advertising.

KNOWLTON
WATERTOWN

— Are You Cashing In On It?



Why it Pays Printers To Recommend Kamargo Covers

THE Specialized variety offered by the Kamargo Line—the different grades, colors, weights and finishes—will enable you to do more distinctive work and insure enthusiastic customers.

The organization and century of experience back of **Kamargo Covers** will give your shop prestige. You have simply to co-operate with us by recommending **Kamargo Covers** in order to cash in on *all* our advertising.

We have already influenced your customers to use more effective cover paper—you merely need to guide their selection. A letter asking us for our beautiful KAMARGO MILLS SAMPLES DE LUXE will start the ball rolling. Why not write today?

Address Cover Department B

BROTHERS
NEW YORK

LITHOTONE BRASS RULE

LITHOTONE BRASS RULE IMPARTS THAT GRAY EFFECT WHICH IS AN IMPORTANT FEATURE IN ALL ENGRAVED WORK

NO.	BODY	PER FOOT	NO.	BODY	PER FOOT	NO.	BODY	PER FOOT
15924	24 Point	$1.80	15424	24 Point	$1.80	15724	24 Point	$1.80
15918	18 Point	1.35	15418	18 Point	1.35	15718	18 Point	1.35
15912	12 Point	.90	15412	12 Point	.90	15712	12 Point	.90
15910	10 Point	.75	15410	10 Point	.75	15710	10 Point	.75
1598	8 Point	.60	1548	8 Point	.60	1578	8 Point	.60
1596	6 Point	.45	1546	6 Point	.45	1576	6 Point	.45
1594	4 Point	.30	1544	4 Point	.30	1574	4 Point	.30
1593	3 Point	.22½	1543	3 Point	.22½	1573	3 Point	.22½
1592	2 Point	.15	1542	2 Point	.15	1572	2 Point	.15

MADE IN TWENTY-FOUR INCH STRIPS

WRITE FOR COMPLETE BOOKLET SHOWING TEN SERIES OF LITHOTONE RULE—SOME FINER, SOME HEAVIER

AMERICAN TYPE FOUNDERS COMPANY

ORIGINATOR OF ARTISTIC TYPOGRAPHIC EFFECTS

SET IN TITLE SHADED LITHO

STRATHMORE QUALITY



HAVE YOU GOT YOURS?

Our new line of Sample Units is just off the press. The line includes sixty-one separate Sample Books or Units, showing over a thousand different items.

A separate Sample Unit is devoted to each of the stocks listed below.

All the cover and title pages are by Will Bradley, and the designs used to illustrate the stocks are prize designs submitted in competition.

The designs are printed in one, two, three, four and five colors. The "Strathmore Quality" Line has been divided into groups—as the table shows. Write to-day for the group or groups of Units showing the kind of papers that you use. No post card or blank sheet requests.

Strathmore Paper Company
Mittineague, Mass., U. S. A.

The STRATHMORE QUALITY LINE

GROUP 1 Writing Papers	GROUP 2 Book Papers	GROUP 3 Cover Papers and Bristols	
Strathmore Deed	Strathmore Deckle Edge Book & Cover	Old Stratford Parchment Cover	Fairfield Cover
Strathmore Parchment	Alexandra Book	Old Cloister Cover	Fairfield Bristol
Alexandra Linen Bond	Fairfield Deckle Edge	Rhododendron Cover	Woronoco Cover
Woronoco Bond	Strathmore Japan	Rhododendron Folding Bristols	Woronoco Bristol
Woronoco Damask	Alexandra Japan	Rhododendron Duplex Bristol	Damask Bristol
Fairfield Parchment	Fairfield Japan	Rhododendron Box Cover	Wild Grass Cover
Telanian Extra Super	Old Cloister Book	Alexis Cover	Wild Grass Duplex
Scotia Bond	Old Stratford Book	Alexis Folding Bristol	Wild Grass Box Cover
Saxon Bond	Alexandra Deckle Edge Book & Cover	Tapestry Cover	Elanford Cover
Stratford Bond		Strathmore Chameleon Cover	GROUP 4 Business Announcement Stocks
Paragon Bond		Adirondack Cover	Strathmore Deckle Edge Announcements
Wild Grass Bond		Carillon Cover	Rhododendron Announcements
			Stratford Writings
			Strathmore Deckle Edge Writings

Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

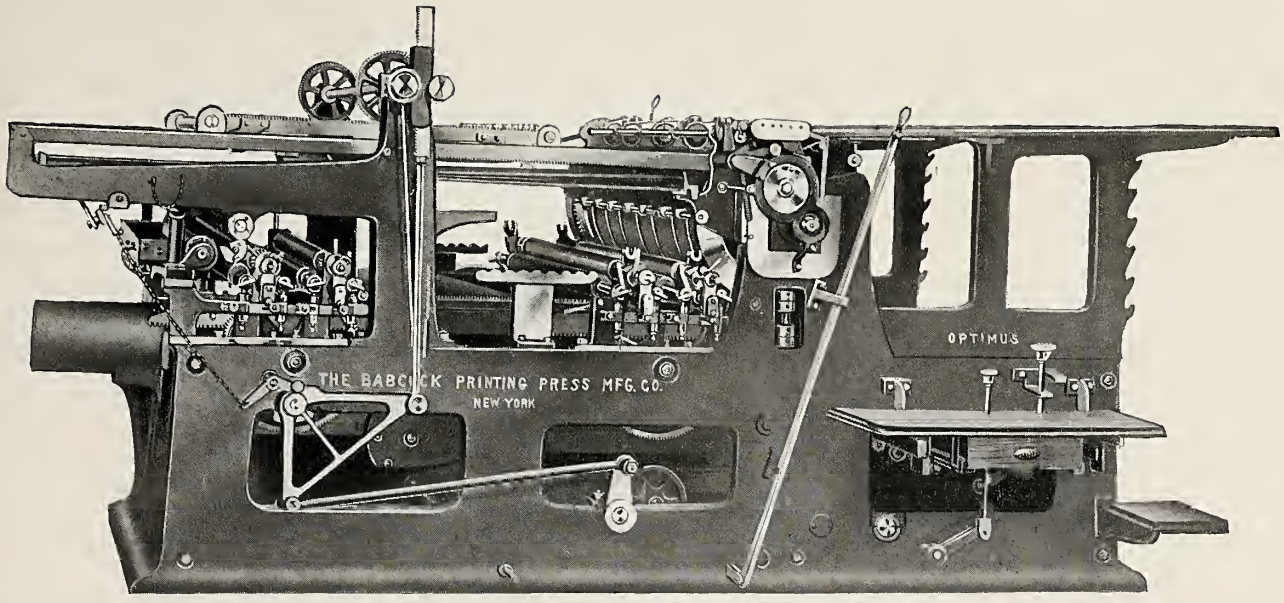
Erie, Pa.

Chicago
343 South Dearborn Street

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

Dallas, Texas
1102 Commerce Street



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

The Babcock Optimus

"In the spring of 1906 we installed *five Optimus presses,* and in 1907 these were followed by *six others.* This was pretty good evidence that the first battery was satisfactory. We have yet to see another press that could induce us to change our opinion."

"I am pleased to enclose you my check to pay for the No. 7 Optimus recently installed. The fact that this is *the seventh Optimus* I have sent you my check for is as good an unsolicited testimonial as I can send you."

"Several years ago we purchased *one* of your Optimus presses after making a thorough investigation. We have since put in *five additional.* Through them we have saved money, and above all have been free from worry."

"We are pleased with the No. 9 four-roller Optimus, *the fifth machine* of your make purchased, recently installed. It is the smoothest running press we have ever seen. The most difficult forms are handled with ease."

"If a printer used Optimus presses for a term of years, and purchases the same make as the growth of business demands new machinery, it would appear to be good evidence that such machines wear well, are economical to operate, and are money makers. Such has been my action. I have no cylinders in use but the Optimus. I have one in steady use for twenty years on which repairs have been but a few cents, is still in good register, and shows remarkably small wear."

"The 29½x60 is the last sheet of a run of 740,000, and I am satisfied I can take the same press and the same plates and get half as many more. The four-color covers were run on the No. 6."

"We are so well pleased with the presses already installed that it is our intention to replace with Optimus presses our cylinders of other manufacture."

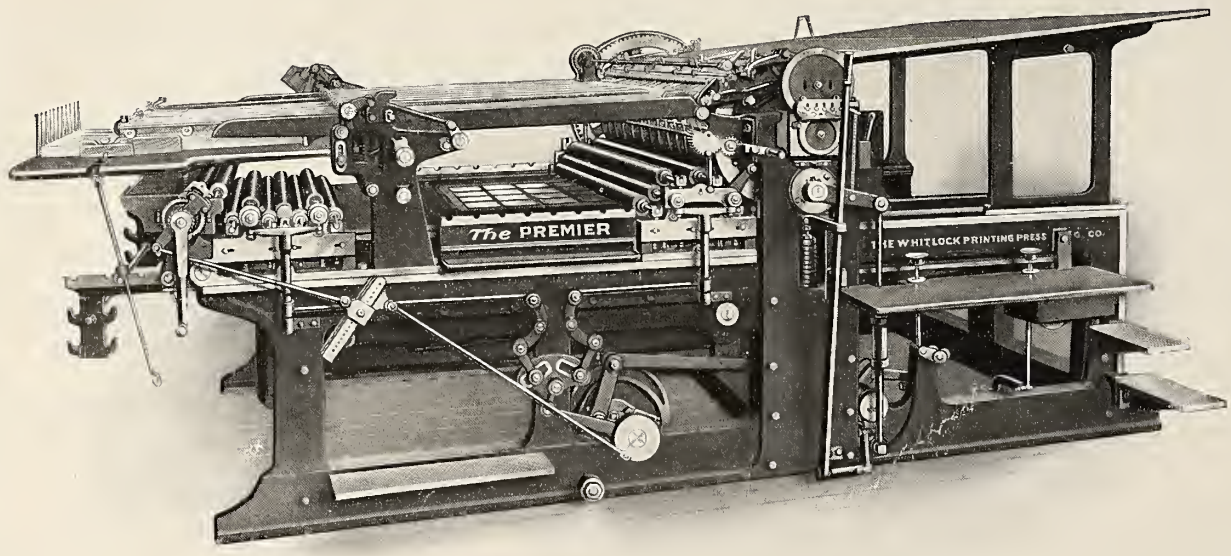
The manager of a Western publishing house using twelve or more Optimus presses, nearly all large size, was asked to give his opinion of the press. He replied:

"We set a new Optimus beside a new — of the same size; both were running on the same class of work, much of the time on identical forms. The superiority of the Optimus was apparent from the outset, and has continued. It was quicker in make ready; easier in its wear on forms; much more rigid under impression; retained adjustment perfectly, in marked contrast with the other; ran at high speed much more smoothly and evenly, avoiding trouble with the automatic feed; and at a time when repair bills on the — had amounted to a figure approaching the unreasonable, the repair cost on the Optimus had not been one cent. Up to the present the original Optimus, put in ten years ago, has cost nothing. We have bought none but Optimus presses since, and all perform equally well."

Copies of the complete letters containing the above quotations furnished upon request, accompanied by many others.

SET IN AUTHORS ROMAN

Speed, Register, Distribution, Impression and Delivery absolutely superior in combination to the same features as incorporated in all other Two-Revolution presses and making for a product of higher quality, in greater quantity, at less cost of production than can be produced by all other Two-Revolution presses: these are our claims—iterated and reiterated—for



The PREMIER

the BEST of All the Two-Revolution Presses

Let Us Tell You About It

AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas—AMERICAN TYPE FOUNDERS CO.

Atlanta, Ga.—Messrs. J. H. SCHROETER & BRO., 133 Central Ave.

Toronto, Ont.—Messrs. MANTON BROS., 105 Elizabeth St., Canada West.

Montreal, P. Q.—GEO. M. STEWART, 92 McGill St., Canada East.

Halifax, N. S.—PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Maritime Provinces.

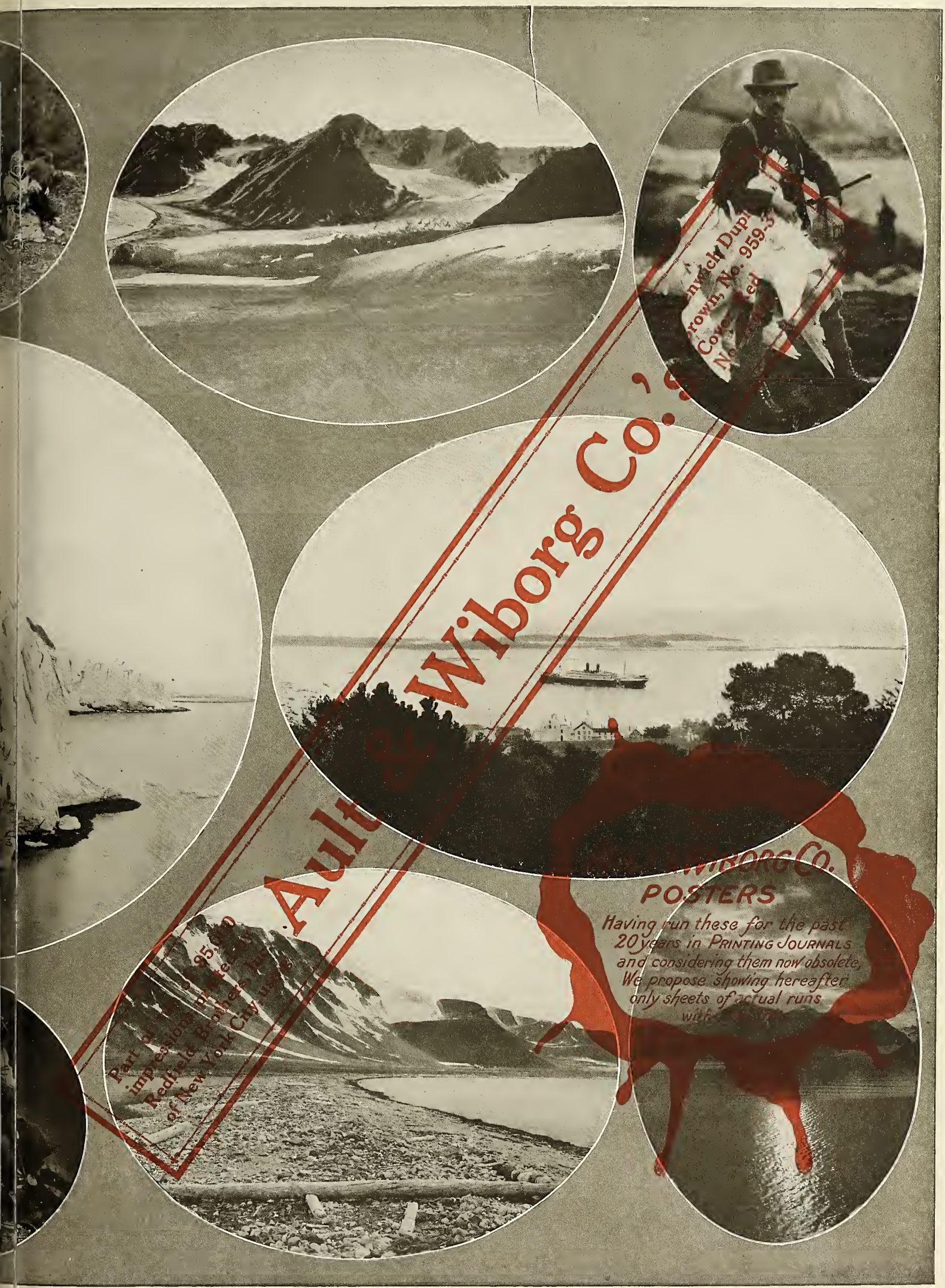
London, Eng.—Messrs. T. W. & C. B. SHERIDAN, 65-69 Mt. Pleasant, E. C.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

DERBY, CONN.

NEW YORK, 23d Street and Broadway
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street



TYPICAL ARCTIC SCENERY FOUND ON THE POLAR CRUISE OF THE "GROSSER KURFUERST"



Permission North German Lloyd S. S. Co.

TYPICAL ARCTIC SCENERY FOUND ON THE POLAR CRUISE OF THE "GROSSER KURFUERST"

The Old Hampshire Bond

idea is that good printing and good paper are cheaper than cheap printing and cheap paper. The buyer who cuts the cost of either may save in one place, but he will lose in ten thousand.

From the cost of ten thousand letter-heads on Old Hampshire Bond, well designed and printed, an apparent saving of ten—perhaps fifteen—dollars may be made. But as each of these letter-heads, bearing a selling message, finally reaches the hands of ten thousand prospective customers the opportunity for loss is beyond estimate. For a seeming economy of five hundred dollars, much less ten or fifteen, no business house ought to forego even the slightest chance of creating ten thousand good impressions.

Don't you think you ought to explain this to your customers who buy letter-heads of you?

Hampshire Paper Company

We are the only Papermakers in the world making Bond Paper exclusively

South Hadley Falls, Massachusetts



Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

COLUMBUS
305 Mt. Vernon Avenue

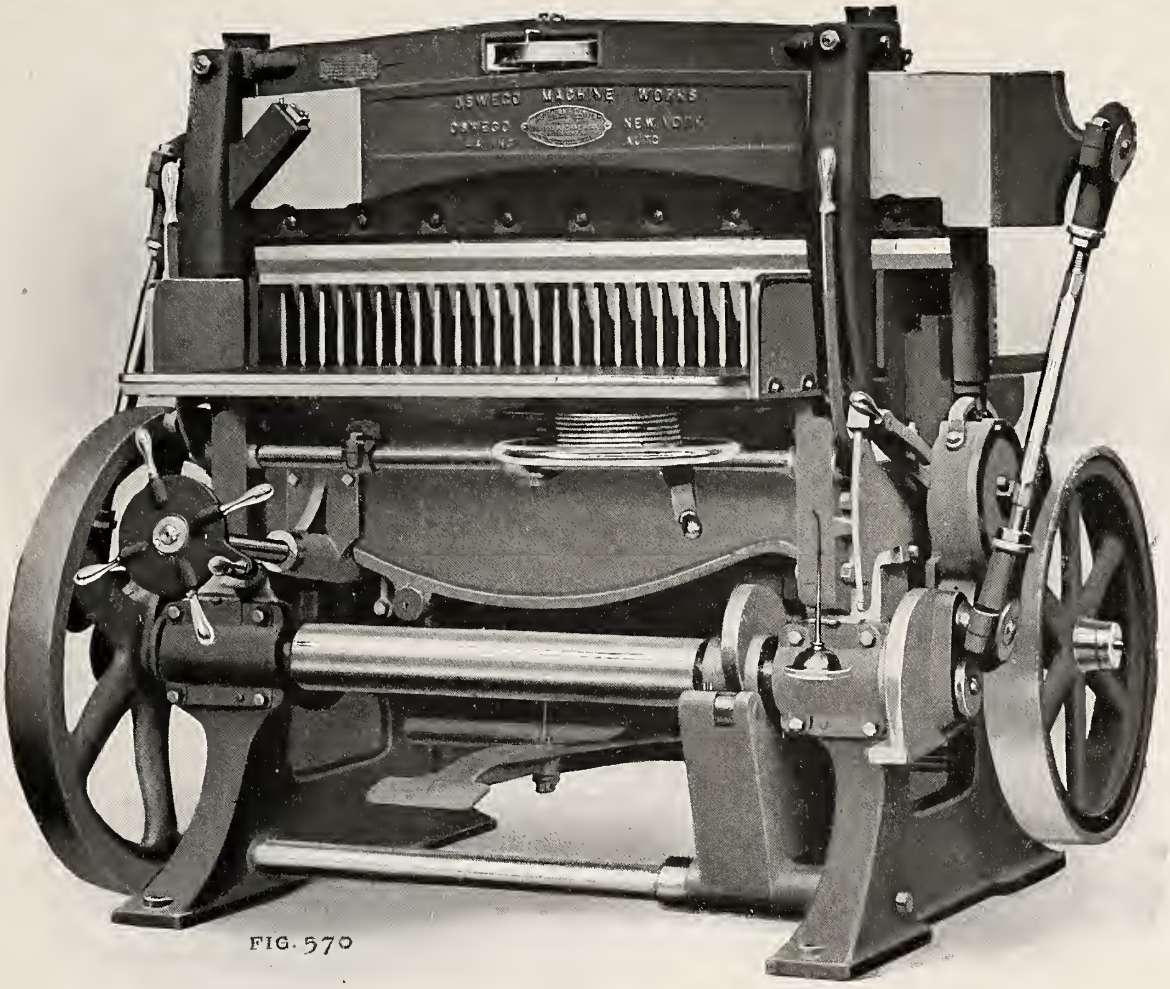


FIG. 570

Have You Posted Yourself On "Oswego" Cutters?

¶ Do you know that every "Oswego" machine has at least three points of superiority not found in any other cutter?

¶ Do you know that the "Oswego" Auto Rapid Production Cutter gives you back its purchase price by the saving in power alone—besides producing perfect work at a saving of both time and labor?

¶ Do you know that *all* "Oswego" cutters—from the little bench cutter to the giant auto—are more powerful, productive and economical than any other cutting machine yet produced?

¶ All this and more you'll find out in our book, "Some Unvarnished Facts." It gives suggestions resulting from one-third of a century's experience making cutting machines exclusively. Send for the book to-day.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor **OSWEGO, N. Y.**

1

¶That paper is good whose characteristics are such that every customer becomes a pleased customer and every order executed on that grade of stock brings in another and a larger order.

2

¶Price is secondary. But when you get a paper, at a moderate price, with this rare ability to bring repeat orders, you make it easier for the customer to buy, and easier for you to sell. The price and general make-up of

WORTHMORE BOND

"It has the crackle"

has such characteristics.

insure its being one of these "self-sellers."

The Whitaker Paper Company

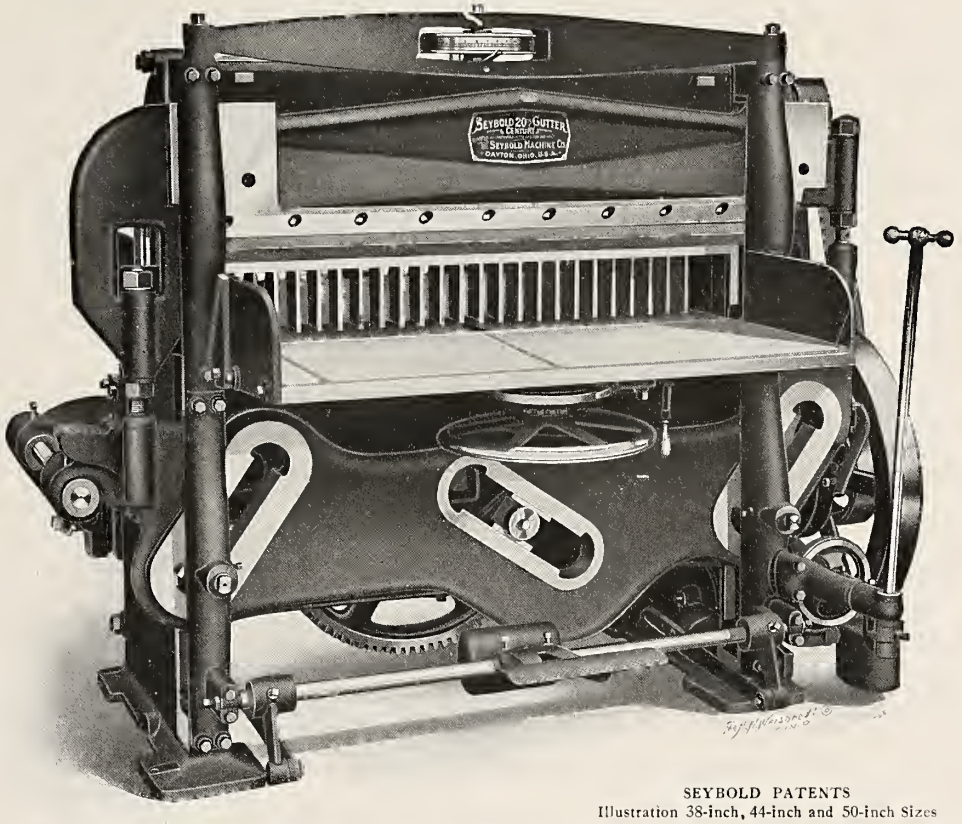
Cincinnati

New York Office
Gordon L. Reese, Manager

Bay State Paper Co.
Boston

THE Whitaker PAPER CINCINNATI

The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes

THE SEYBOLD 20TH CENTURY CUTTING MACHINE REPRESENTS:

Highest Efficiency — Greatest Dependability — Lowest Cost of Maintenance

---

SEVERAL of the many original features of construction and equipment are: **A high-speed chain-driven back gauge** (on smaller sizes). ¶ **An automatic clamp with power applied at both ends** — guaranteeing uniform pressure through its entire surface. ¶ **Down and shear cutting strains** come directly **underneath the table** at the strongest point of the machine, affording absolute rigidity and avoiding entirely vibration to the knife — resulting in smooth and even cutting. ¶ **Patented safety locking device** which, in addition to a very efficient automatic brake, **doubly** insures the knife remaining up after the clutch been released, thus minimizing danger of accident to the operator.

THE SEYBOLD MACHINE COMPANY

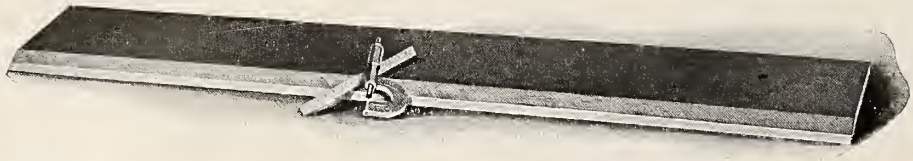
Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

Making Money *from* Advertisements —Without Paying *for* Them

The Printer's Profit in Paper Advertising

If national advertising of Writing and Printing Papers only influenced the business public to specify advertised brands, the paper mills that are paying for this advertising could not justly claim the support of the printing trade.

The most they could say to printers would be:—"Handle our brands because our advertising will make your customers ask for them."

But their advertising is doing vastly more than this.

It is not only *increasing* the use and *diversifying* the uses of Printed Matter, but *elevating* the standard of quality.

There are two general agents of direct sale—the Spoken word, and the Written or Printed word—the salesman, and the letter, catalog, booklet and folder.

The use of the latter agent is the most important development in "selling by description," and its increasing application to the marketing of every kind of merchandise is largely due to national advertising of writing and printing papers.

This advertising, by making business men study Writing and Printing Papers as *selling agents* and by emphasizing the higher efficiency of the better grades, is creating *new* buyers of paper, developing *small* buyers into *big* buyers, and raising the *standards of quality* for letter-heads, catalogs, booklets, and folders.

And this means the use of more, and better, and more elaborate Business Literature—more printing, higher-grade printing, and more and more profitable printing orders.

Thoughtful printers appreciate the advantage of having their customers ask for advertised brands—brands behind the quality and uniformity of which stand the reputations of publicly known paper mills.

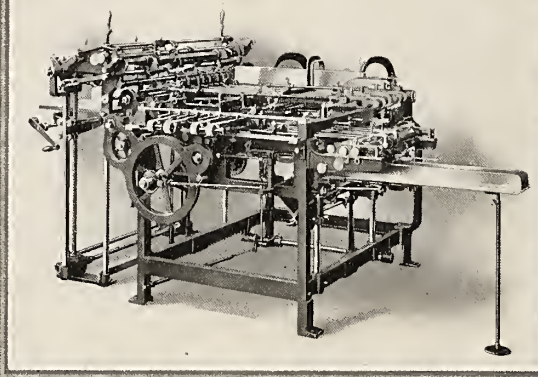
For the advertising that has influenced a customer to ask for a particular paper by name has settled that customer's paper opinions for him—has convinced him as to the best kind of paper for his kind of job—has relieved the printer of submitting endless samples and awaiting uncertain decisions—has, in 99 cases out of 100, *already* decided that customer to order a *better* paper and a *bigger* and *better* and more *effective* printing job than he otherwise would have ordered.

This is the *printer's* profit in paper advertising—the value of paper advertising to the printing trade—and the reason why every printer should *personally recommend advertised brands* to his customers.

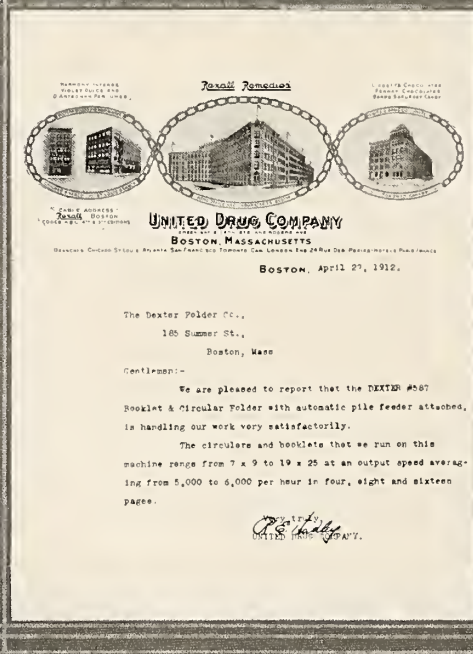
SYSTEM
THE MAGAZINE OF BUSINESS

The System Company is publishing a booklet of full size reproductions of all page or larger paper advertisements that appear in the *September System Annual.* A copy will be promptly mailed to any commercial printer requesting it on his letter-head.

The DEXTER Booklet and Circular FOLDER



#587 BOOKLET - CIRCULAR FOLDER WITH FEEDER ATTACHMENT



Rexall Remedies

UNITED DRUG COMPANY
BOSTON, MASSACHUSETTS

BOSTON, April 27, 1912.

The Dexter Folder Co.,
185 Summer St.,
Boston, Mass

Gentlemen:-

We are pleased to report that the DEXTER #587 Booklet & Circular Folder with automatic pile feeder attached, is handling our work very satisfactorily.

The circulars and booklets that we run on this machine range from 7 x 9 to 19 x 25 at an output speed averaging from 5,000 to 6,000 per hour in four, eight and sixteen pages.

Yours truly,
UNITED DRUG COMPANY.



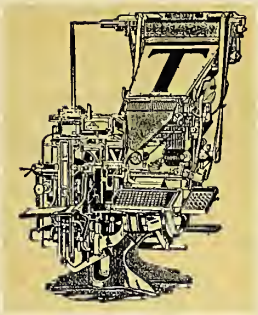
Made in two sizes: 8½ x 11" *to* 19 x 25" / 12 x 16" *to* 26x40" Folding the ten regular forms varying in number of pages from 4 to 32 Novelty folds can be made by special imposing.

DEXTER FOLDER COMPANY

FOLDERS - PILE FEEDERS - CROSS FEEDERS - CUTTERS

New York Chicago Philadelphia Boston

Dodson Printer's Supply Co. Atlanta, Ga.
The J. L. Morrison Co. Toronto, Can.
Brintnall & Bickford, San Francisco, Cal.



THE perfection of every machine is a matter of evolution. The Mergenthaler Linotype Company is the creator of the Linotype art, and is not an imitator in anything. All existing Linotypes, including thousands in Europe and elsewhere, are based on our inventions and built under our patents. Approximately 1,000 patents have been issued covering the Linotype and its many improvements since the first machine was built.

When a machine has achieved the success attained by the Linotype, it is quite natural to expect that it would be imitated. Instances of imitations being equal to the original are extremely rare. The mere fact that either a machine or its product is imitated is prima facie evidence of its superiority. No one ever knowingly copies a failure, and success proves intrinsic merit.

The Linotype was the first, and remains the only practical composing machine. It will not be supplanted by any machine "nearly as good," or even "just as good." The present day printer has reached the point where he demands the very best. This he secures in the multiple magazine Linotypes—Quick Change Model 8 (three magazines) and Quick Change Model 9 (four magazines). No makeshift or substitute can or will take the place of these accurate and versatile machines.

The Multiple Linotype Way Is the Modern Way

Quick Change Model 9

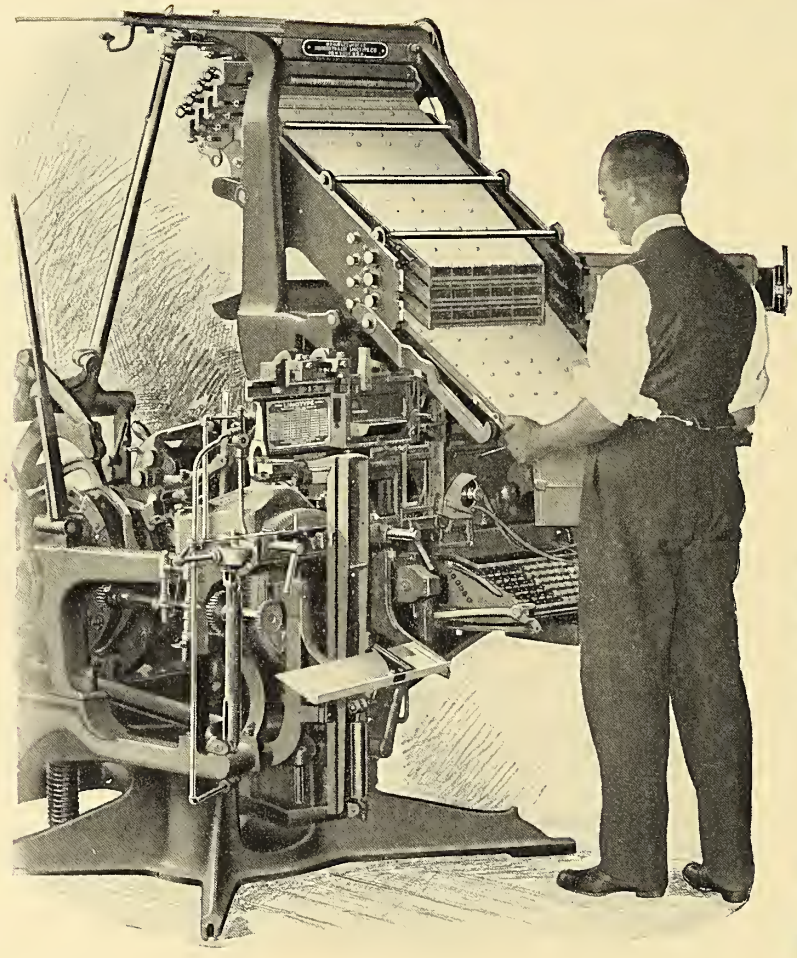
Four Magazine Linotype

FOUR MAGAZINES
All Interchangeable

EIGHT FACES
Four Fonts of Two-Letter Matrices

720 CHARACTERS
From the Standard Keyboard of Only 90 Keys

ALL FACES
Mixed at Will in the Same Line



ALL BODIES
5 to 36 Point

ALL MEASURES
4 to 30 Ems

UNIVERSAL EJECTOR
For All Bodies and Measures

WATER COOLED MOLD DISK

Price, $4,150

SOLD ON EASY TERMS

SEND TO NEAREST AGENCY FOR ILLUSTRATED CATALOGUE

The Multiple Linotype Way Is the Modern Way

SEE IMPORTANT NOTICE INSIDE BACK COVER

A PARTIAL LIST OF USERS OF THE

Quick Change Model 9

Four Magazine Linotype

New York Times—5.
Boston Post—5.
Boston Globe—2.
Washington (D. C.) Evening Star.
Brooklyn Eagle.
Buffalo Times.
New York Globe.
Philadelphia Bulletin.
Philadelphia Ledger.
Detroit Free Press
Syracuse Herald.
Syracuse Journal.
Newark Evening News.
Albany Knickerbocker Press.
Meriden (Conn.) Journal.
Portland (Me.) Argus.
Christian Science Monitor, Boston.
Holyoke (Mass.) Transcript.
Salem (Mass.) News.
Worcester (Mass.) Telegram.
Elizabeth (N. J.) Times.
Phillips & Godshalk, Trenton, N. J.
Bronx Home News, New York.
Walters & Mahon, New York.
Williams Printing Co., New York —2.
Niagara Falls Gazette.
Troy Record.
Stephen Greene Co., Philadelphia—2.
Wilkes-Barre (Pa.) Times-Leader.
Dulaney Boatwright Co., Lynchburg, Va.
Drovers' Journal, Chicago.
R. R. Donnelley & Sons Co., Chicago.
St. Louis Republic—2.
Cincinnati Times-Star—2.
Cleveland Press—2.
Minneapolis Tribune—2.
Minneapolis Journal—2.
Louisville Evening Post.
Illinois Staats Zeitung, Chicago.
Milwaukee Sentinel—3.
Milwaukee Leader—2.
San Francisco Examiner.
San Francisco Daily News.
San Francisco Bulletin.
Los Angeles Times-Mirror.
Birmingham (Ala.) News.
Birmingham (Ala.) Ledger.
Nashville Democrat.
Nashville Banner.
Crawfordsville (Ind.) Journal.
Fort Wayne (Ind.) Journal Gazette.
Topeka State Journal.
Pentecostal Publishing House, Kansas City.
Springfield (Mo.) Leader.
Columbus (Ohio) Express.
National Cash Register Co., Dayton, Ohio.
Toledo Times.
Youngstown (Ohio) Telegram.
Fresno (Cal.) Republican.
Long Beach (Cal.) Telegram.
Everett (Wash.) Herald.
Shaw & Borden, Spokane, Wash.
El Paso Herald.
Victoria (B. C.) News.
Balkan Star, Toronto, Ont.
Rutland (Vt.) Herald.

Ask the Man Who Owns One

SEE IMPORTANT NOTICE INSIDE BACK COVER

Quick Change Model 8

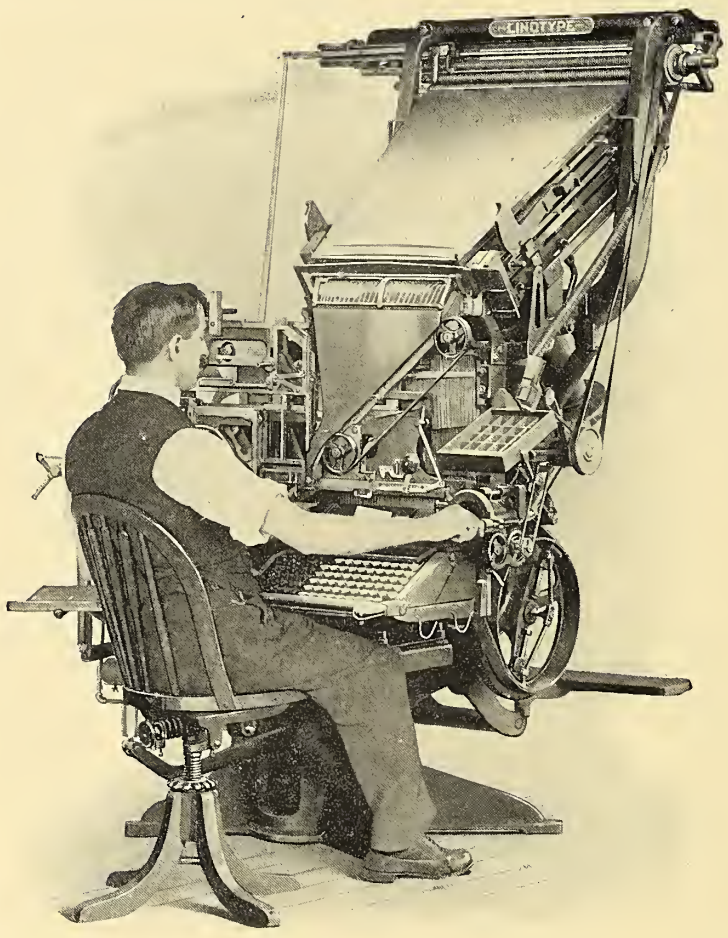
Three Magazine Linotype

THREE MAGAZINES
All Interchangeable

SIX FACES
Three Fonts of Two-Letter Matrices

540 CHARACTERS
From the Standard Keyboard of Only 90 Keys

ONLY ONE
Assembling and Distributing Mechanism for All Magazines



ALL BODIES
5 to 36 Point

ALL MEASURES
4 to 30 Ems

UNIVERSAL EJECTOR
For All Bodies and Measures

WATER COOLED MOLD DISK

Price, $3,600

SOLD ON EASY TERMS

SEND TO NEAREST AGENCY FOR ILLUSTRATED CATALOGUE

The Multiple Linotype Way Is the Modern Way

SEE IMPORTANT NOTICE INSIDE BACK COVER

Quick Change Model 8

Three Magazine Linotypes

Are Already in Use All Over the United States
and Canada, as Follows:

Alabama	3	New Brunswick	1
Alberta	2	Newfoundland	2
Arkansas	1	New Hampshire	1
British Columbia	3	New Jersey	18
California	12	New Mexico	2
Colorado	4	New York	61
Connecticut	7	North Carolina	6
Delaware	1	North Dakota	3
District of Columbia	5	Nova Scotia	1
Florida	6	Ohio	26
Georgia	6	Oklahoma	2
Illinois	30	Ontario	22
Indiana	7	Oregon	5
Iowa	4	Pennsylvania	34
Kansas	5	Quebec	4
Louisiana	2	Rhode Island	4
Maine	3	Saskatchewan	2
Manitoba	4	South Carolina	3
Maryland	5	Tennessee	2
Massachusetts	22	Texas	5
Michigan	3	Utah	1
Minnesota	4	Virginia	7
Mississippi	2	Washington	2
Missouri	8	West Virginia	4
Montana	3	Wisconsin	10
Nebraska	3	Wyoming	1

Let Us Send You a List of the Users in Your State

SEE IMPORTANT NOTICE INSIDE BACK COVER

REPEAT ORDERS FOR
MULTIPLE MAGAZINE LINOTYPES

and the rapidly increasing installation of these versatile machines prove better than words that

The Multiple Linotype Way Is the Modern Way

New York Journal
Installed two Model 8's in April, 1912; three Model 8's in May, 1912; and three more Model 8's in June, 1912. A total of eight Model 8's.

New York Times
Installed two Model 9's in May, 1911; has ordered three more Model 9's and eight Model 8's to be installed in its new composing room.

Cincinnati Times-Star
Installed a Model 9 in September, 1911, and a second Model 9 in April, 1912.

Newark News
Installed a Model 9 in December, 1911; a Model 8 in April, 1912; a second Model 9 in May, 1912; and a second Model 8 in July, 1912.

Minneapolis Journal
Installed a Model 9 in March, 1912; have ordered another Model 9 and a Model 8.

Syracuse Herald
Installed a Model 8 and a Model 9 in September, 1911; and a second Model 8 in June, 1912.

Toronto Telegram
Installed two Model 8's in February, 1912, and three more Model 8's in May, 1912.

Thomas Bros. Co., Cleveland
Installed a Model 8 in December, 1911, and a second Model 8 in February, 1912.

MacLean Publishing Co., Toronto
Installed a Model 8 in January, 1912, and a second Model 8 in June, 1912.

OTHER LARGE INSTALLATIONS OF
Multiple Magazine Linotypes

New York Sun
Five Model 8's.

New York Herald
Two Model 8's.

Boston Globe
Six Model 8's, two Model 9's.

Boston Post
Five Model 9's.

Milwaukee Sentinel
Three Model 9's.

Milwaukee Leader
Two Model 9's.

Albany Knickerbocker Press
Two Model 8's, one Model 9.

Tucker-Kenworthy Co., Chicago
Four Model 8's.

New York Evening Mail
Two Model 8's, one Model 9.

Chicago Daily News
Two Model 8's.

Philadelphia Inquirer
Two Model 8's.

Cleveland Press
Two Model 9's.

Toledo News-Bee
Three Model 8's.

Christian Science Monitor, Boston
Two Model 8's, one Model 9.

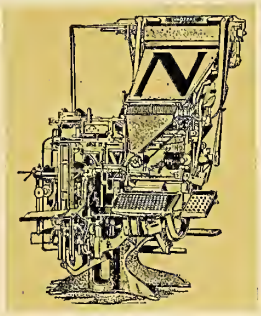
Williams Printing Co., New York
Two Model 9's.

Los Angeles Herald
Two Model 8's.

SEE IMPORTANT NOTICE INSIDE BACK COVER

THE BULWARK OF THE

MULTIPLE LINOTYPE IDEA



NEARLY 15,000 Linotypes are in daily use in the United States. Back of every one of these machines, from the earliest square base one-letter Model 1 up to the present quick change multiple magazine Linotypes, is the Mergenthaler Linotype Company, with its perfect organization, its 25 years of experience, its magnificent factory with 1,800 employees, its stock of 60,000,000 matrices in 1,000 different faces, its splendid free inspection service, and its ability to furnish parts and supplies to all these 15,000 Linotypes, wherever located, at practically a moment's notice.

This great industrial institution was not built hastily, nor its prestige acquired by chance. Every advance in the evolution of the Linotype had to be achieved by hard work and careful experiment, in the face of discouragement and immense financial outlay. Before the first Linotype was a commercial success more than $3,000,000 had been spent.

Yet in spite of almost insurmountable obstacles and the great initial cost of each improvement, the Linotype has not stood still. The present standard machines—Quick Change Model 8 three magazine Linotype and Quick Change Model 9 four magazine Linotype—are so far in advance of the earlier models and have met with such instant and gratifying success that they are rapidly supplanting the single magazine Linotype and bid fair to make the multiple Linotype way the only way in the not far distant future.

Although it is only a little more than a year since the first multiple magazine Linotypes were even shown to an expectant public, more than 500 of these new models are already installed and in daily operation. Wherever they have gone they have received enthusiastic endorsement from their users, who appreciate the broadened scope and greater versatility of these machines and realize that the multiple machine idea has come to stay.

SEE IMPORTANT NOTICE INSIDE BACK COVER

MULTIPLE MAGAZINE LINOTYPES

ARE BUILT IN

The Largest Composing Machine Factory in the World

In order to meet the demand for quick change three and four magazine Linotypes, it has been necessary to increase our manufacturing facilities and enlarge the output of our works. A nine story extension, containing 57,000 square feet of floor space, is being added to the main building. Various other extensions and improvements have already been completed, which, together with the new building, will give the Linotype factories a total floor space of approximately nine acres.



Works of the Mergenthaler Linotype Company, Park Avenue and Ryerson Street, Brooklyn, N. Y.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

TORONTO: Canadian Linotype Limited, 35 Lombard St.

BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BOGOTA (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa
MELBOURNE, SYDNEY, WELLINGTON, MEXICO CITY: Parsons Trading Co.

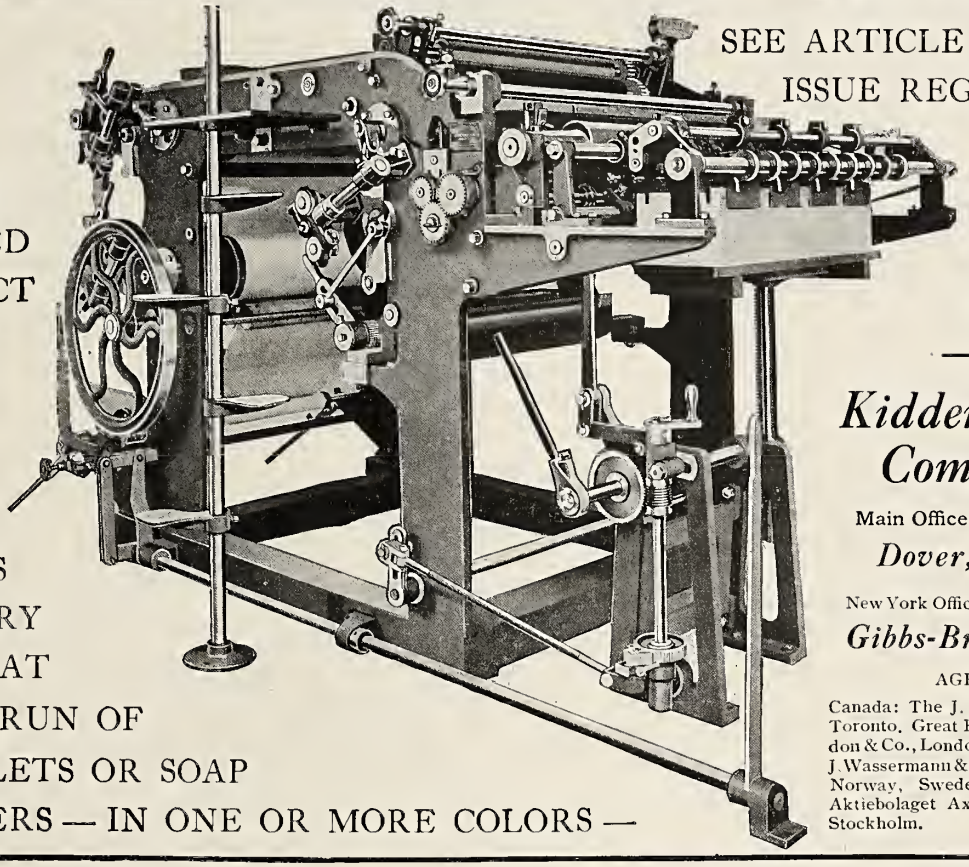
SOUTHERN EUROPE, AFRICA, and the FAR EAST: Linotype and Machinery Limited, London, England

SEE IMPORTANT NOTICE INSIDE BACK COVER

NOTICE! Gentlemen of the Typothetae!

FROM THE ROLL TO THE FINISHED PRODUCT —"CUT TO SIZE"

THINK OF THIS DELIVERY FOR THAT LARGE RUN OF PAMPHLETS OR SOAP WRAPPERS — IN ONE OR MORE COLORS —



SEE ARTICLE IN THIS ISSUE REGARDING THIS SPECIAL KIDDER ROTARY

Kidder Press Company

Main Office and Works:

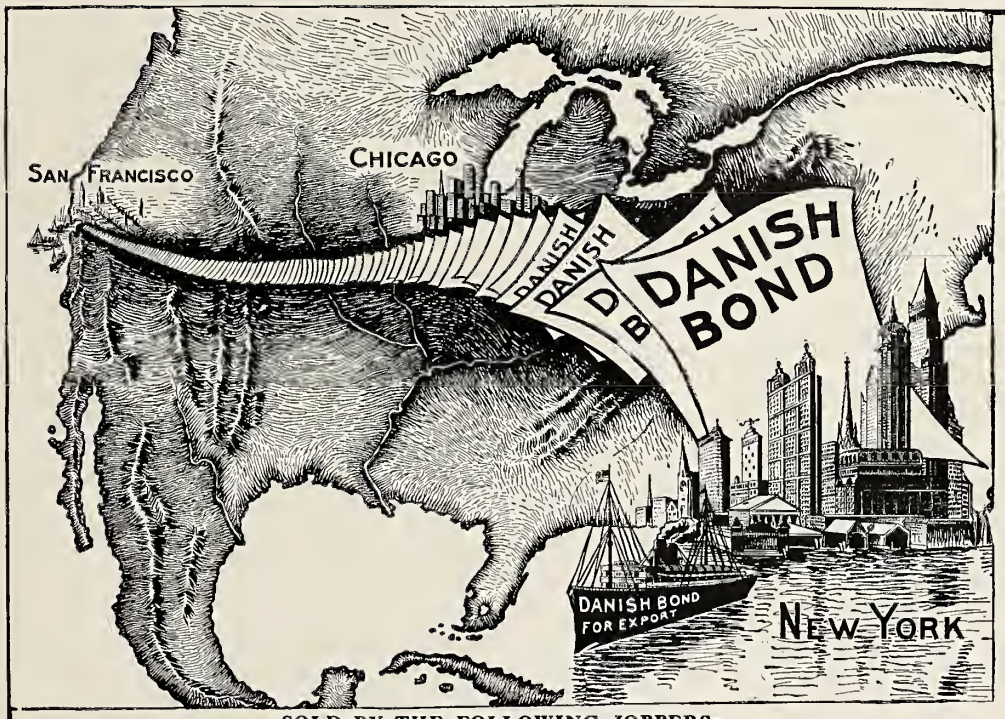
Dover, N. H.

New York Office: 261 Broadway

Gibbs-Brower Co.

AGENTS

Canada: The J. L. Morrison Co., Toronto. Great Britain: John Haddon & Co., London. South America: J. Wassermann & Co., Buenos Aires. Norway, Sweden and Finland, Aktiebolaget Axel Christiernsson, Stockholm.



LAID down in the form of letterheads end to end, a month's sales of

DANISH BOND

would reach from New York to San Francisco. Over this "Great White Way" of commerce passes a vast portion of the business of the country.

Used Everywhere

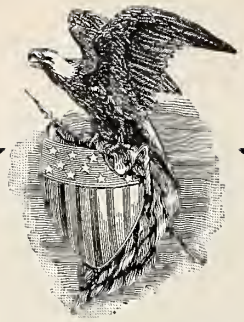
Manufactured by

B. D. RISING PAPER COMPANY

HOUSATONIC
Berkshire County, Mass.

SOLD BY THE FOLLOWING JOBBERS:

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Baltimore, Md..... B. F. Bond Paper Company.
Boston, Mass.....Tileston & Livermore Company.
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Grand Rapids, Mich.....Dwight Brothers Paper Co.
Indianapolis, Ind.....Crescent Paper Company.
Kansas City, Mo.....Kansas City Paper House.
Los Angeles, Cal.....Blake, Moffit & Towne.
Louisville, Ky.....Louisville Paper Company.
Milwaukee, Wis....Dwight Brothers Paper Company.
Minneapolis, Minn.....John Leslie Paper Company.
New York City.....Miller & Wright Paper Company.
New Orleans, La..... E. C. Palmer & Company.
Omaha, Neb.....Carpenter Paper Company.
Philadelphia, Pa.....Wilkinson Brothers & Company.
Portland, Ore.....Pacific Paper Company.
Rochester, N. Y.....R. M. Myers & Company.
San Francisco, Cal..... Blake, Moffit & Towne.
St. Louis, Mo..... ..Mack-Elliot Paper Company.
Toronto, Ontario.....Barber-Ellis, Ltd.
Washington, D. C. .....B. F. Bond Paper Company
Winnipeg, Manitoba.....Barber-Ellis, Ltd.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

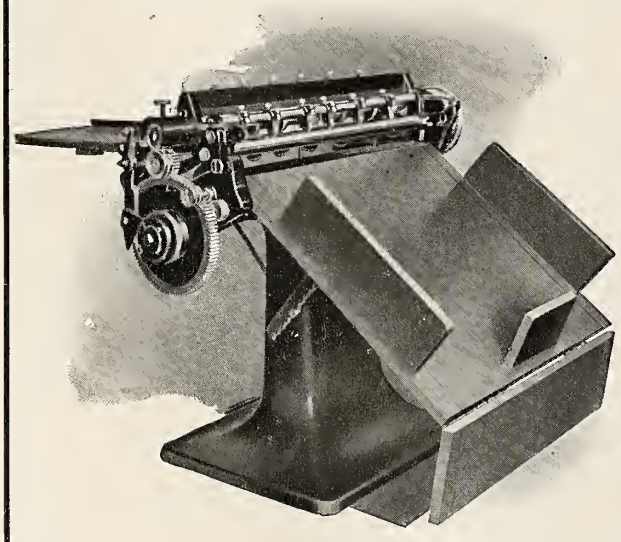
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

SELLING AGENTS

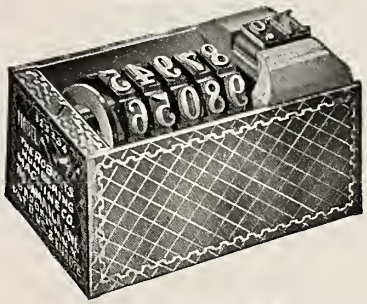
GANE BROS. & CO. . . . . CHICAGO, ILL.	MIDDOWS BROS. . . . . SYDNEY, N. S. W.
T. W. & C. B. SHERIDAN . . . . . { CHICAGO, ILL. LONDON, ENG.	E. C. FULLER CO., 28 Reade St., ... NEW YORK
S. KOCHANSKI . . . . . BERLIN, GERMANY	THE J. L. MORRISON CO. . . . . TORONTO, CANADA
MILLER & RICHARD . . . WINNIPEG, MANITOBA	JOHN DICKINSON & CO. . . . Agents for South Africa and India
	AMERICAN TYPE FOUNDERS CO. . . . . All Branches

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

No. 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning



NO SCREWS

To Number Either Forward or Backward

Simple, True, Accurate

And Always Reliable

When we say this — it speaks a multitude of good things for our Composing Stick.



It embodies many improvements over the old-style stick. No printer should be without STAR STICKS in his composing-room.

Our new GERMAN SILVER STICK is a beauty — no corroding — no rusting. Especially adapted to plants near the coast, and where the air is moist.

MADE IN ALL POPULAR SIZES.

ASK FOR PARTICULARS

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

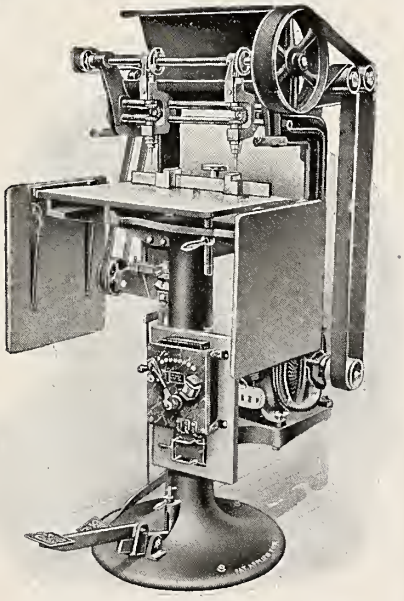
Round Hole Cutting Machine

— This Is Not a Hollow Drill —

For Printers and Book Manufacturers

THE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction, and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a ½ horse-power motor and is regulated by a combination of pedals at base of pedestal for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from ⅛ inch up, without clogging or bending the Cutters. Holes are cut clean, and shavings taken up by the conveyor inside of Cutter and transferred by same to spoutings arranged on both sides of machine, then dropped into receptacles on floor. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of 1¼ inches, in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to 2½ inches.

We are also manufacturers of Berry's Machine for Loose-Leaf Work and Devices.



Patents, August 8, 1911 — January 9, 1912

This cut gives you an idea of its appearance and construction.

For circulars and prices, address

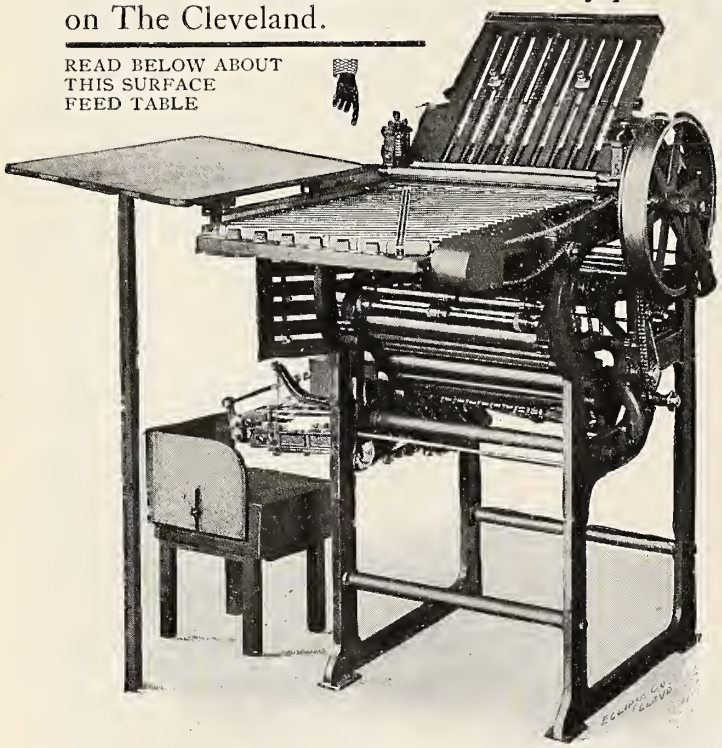
THE BERRY MACHINE CO., 309 N. THIRD STREET ST. LOUIS, MO., U. S. A.

EASTERN REPRESENTATIVE: H. HINZE, TRIBUNE BLDG., NEW YORK CITY

THIS Folding Machine always Makes Good

wherever installed—it is a good machine for the bindery connected with medium-sized plants, and is just as popular in the largest bindery. Its accuracy, simplicity and wide range of work are strong factors in making The Cleveland Folding Machine the leader in its field. A folding machine that is quickly and easily adjusted and that requires the least amount of attention after adjustment will appeal to new and old users of folding machinery. No tapes, knives, cams or changeable gears are used in folding, and it accomplishes everything possible on other machines and a number of folds only possible on The Cleveland.

READ BELOW ABOUT THIS SURFACE FEED TABLE



CLEVELAND FOLDING MACHINE

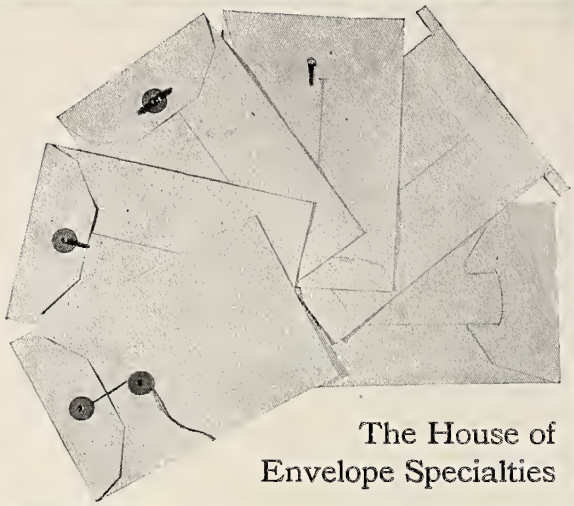
Attention is called to the surface feed table which carries the sheets to the guide as soon as released by the operator, and accomplishing automatically absolutely accurate register. An important Cleveland feature.

Range of work on The Cleveland: 19x36 to 3x4 in. parallel; folds and delivers 4s, 8s, 10s, 12s, 14s and 16s, single or in gangs; regular 4s, 8s and 16s, book folds, from sheets 19x25 down to where the last fold is not less than 2x3 in.

Installed or an unconditional guarantee of absolute satisfaction.

Send for full information

THE CLEVELAND FOLDING MACHINE CO.
CLEVELAND, OHIO



The House of Envelope Specialties

¶ Pioneers and originators of everything worth while in Tension Envelopes, Clasp Envelopes, Mailing Boxes, Document, Expanding and Filing Envelopes.

Send for descriptive catalogue, samples and discounts

The Tension Envelope Co.

FACTORY: Bush Terminal

SALESROOM: 296 Broadway, New York

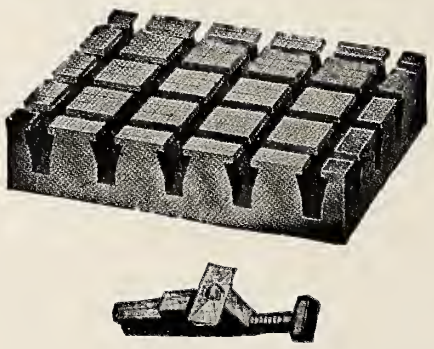
SELLING AGENTS IN ALL PRINCIPAL CITIES

Absolute Register

obtained with the

UNIQUE STEEL BLOCK

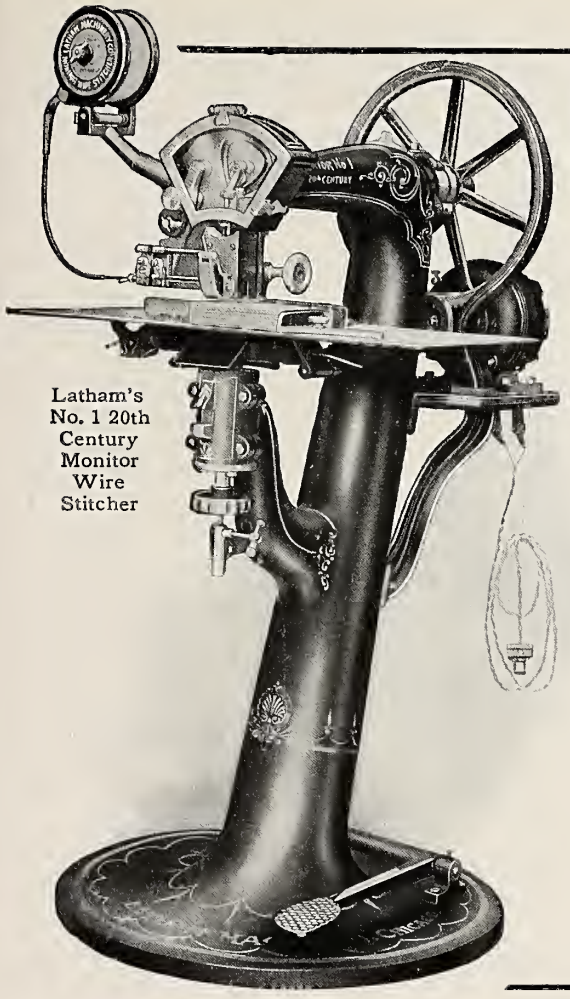
Designed for plate printing where close register is imperative, the Unique Steel Block combines strength with positive accuracy and adaptability. Prominent printers find it the best.



If you do plate printing
Send for our catalogue

UNIQUE STEEL BLOCK CO.

Kent Ave. & Keap St. Brooklyn, N. Y.



Latham's No. 1 20th Century Monitor Wire Stitcher

Monitor Success

The No. 1 Monitor Wire Stitcher is the only stitcher that will successfully stitch from two sheets to ⅞ inch, and use No. 30 wire. We will put this machine on trial against any stitcher in the world.

Are you willing to give it a trial?

FEATURES

Uses Wire No. 25 to No. 30 Round and No. 20 x 25 Flat.
Can be used for Flat or Saddle Stitch.
No change of parts for different thicknesses of work.

We Furnish Complete Bindery Outfits

Punching Machines, Hard Die Perforators, Paging and Numbering Machines, Embossers, Job Backers, Standing Presses, Creasers and Scorers, Table Shears, etc.

WRITE US FOR ESTIMATES

Manufactured by

LATHAM MACHINERY CO.

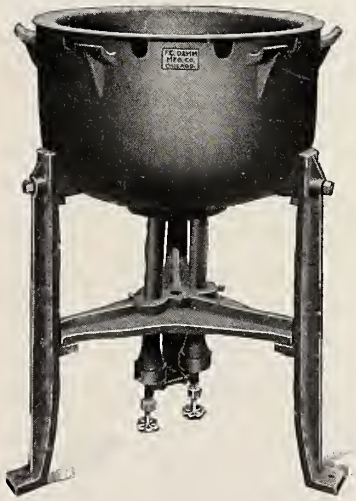
306 South Canal Street, CHICAGO

NEW YORK, 6 Reade Street BOSTON, 130 Pearl Street

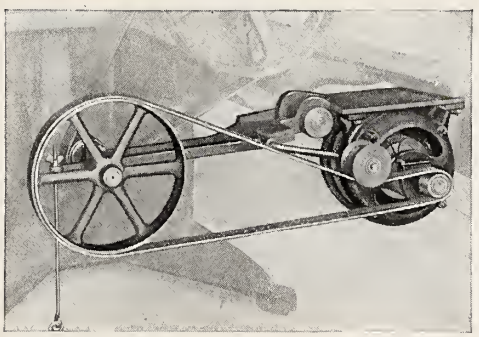
PHILADELPHIA, 1001 Chestnut Street

Linotype Furnaces With Pressed Steel Pots Are Without Equal

Perfect Satisfaction



Our motors are absolutely the best, always dependable, and their use means economy.



Direct Current - - - $50.00

Alternating Current - - $60.00

We have on hand big bargains in rebuilt Linotype machines worth your investigation.

F. C. DAMM, 834 Wabash Avenue, CHICAGO



PRINTED FROM A NICKEL-STEEL ELECTROTYPE

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶The shops that are using D. H. R. Stamping Inks are the ones who are making money.

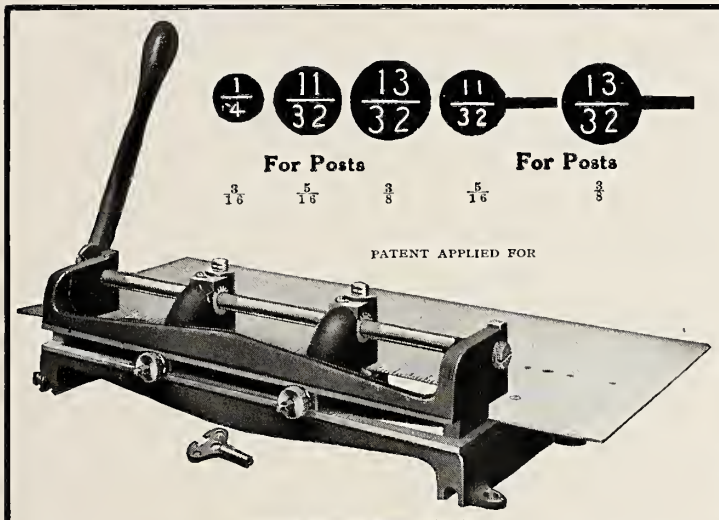
¶Take a look about and you will find the most successful, financially and otherwise, are those who have adopted D. H. R. Stamping Inks and Varnish exclusively.

¶"There is a reason," and your first order proves that in addition to better results you also get more impressions per day, with less ink wasted, quick make-ready and uniform results on the entire run.

Denny, Hilborn & Rosenbach

PHILADELPHIA, PA.

GEO. RUSSELL REED COMPANY, SAN FRANCISCO, CAL., Agents for Pacific Coast.



(No. 34 Punch, Rear View)

Premier No. 34 Hand-Power Adjustable Paper Punch

PATENT APPLIED FOR

This new Adjustable Punch No. 34, as here illustrated, will be of great value for the use of binders and printers who do not wish to go to the expense of a large machine, and yet require *accurate work* for proper registering of their sheets. This punch is made for round or slotted holes and embodies the very successful principles used in our office punches, "Marvel" and "Hummer." The parts are all of iron and steel. Die is tempered steel.

It is powerful, accurate and simple. Let us mail you full particulars.

THE SAM'L C. TATUM COMPANY

Main Office and Factory
CINCINNATI, OHIO

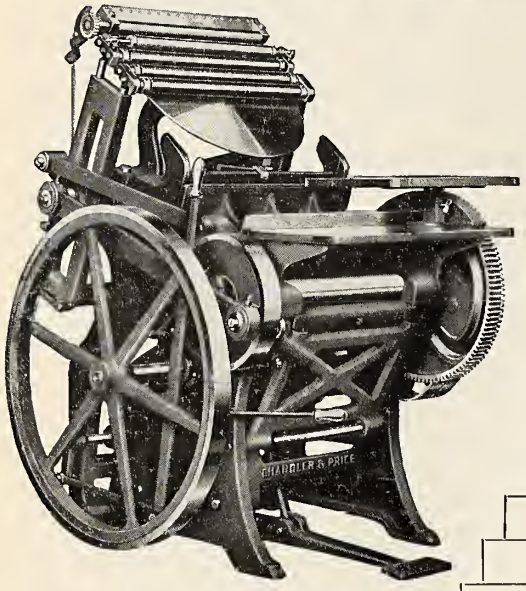
THE LINE OF TRUE MERIT — ESTABLISHED 1854 — TATUM

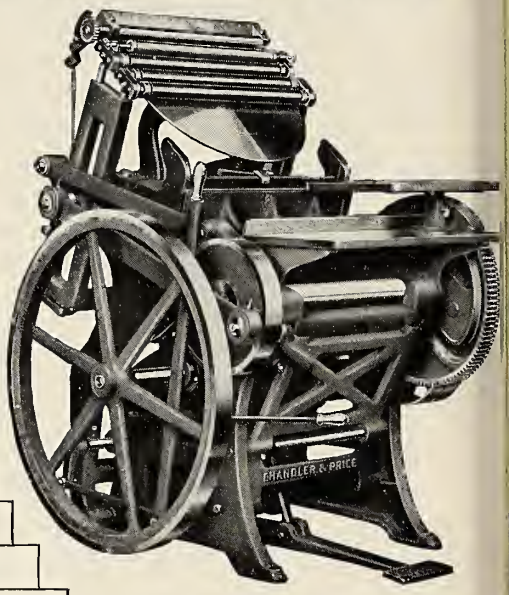
New York Office
180 FULTON STREET

Makers of "The Line of True Merit"

THE CHANDLER & PRICE PRESS PYRAMID

SHOWING ACTUAL SALES AND DELIVERIES OF THIS RENOWNED PRESS FROM THE DATE OF BEGINNING OF BUSINESS UP TO JULY 31, 1912





FOR YEAR ENDING JULY 31

1887—311 GORDONS
1888—367 GORDONS
1889—413 GORDONS
1890—610 GORDONS
1891—652 GORDONS
1892—657 GORDONS
1893—732 GORDONS
1894—743 GORDONS
1895—1,143 GORDONS
1896—1,375 GORDONS
1897—1,086 GORDONS
1898—1,589 GORDONS
1899—1,707 GORDONS
1900—1,763 GORDONS
1901—1,634 GORDONS
1902—2,130 GORDONS
1903—2,358 GORDONS
1904—2,282 GORDONS
1905—2,393 GORDONS
1906—3,002 GORDONS
1907—3,677 GORDONS (Year of San Francisco Fire)
1908—1,829 GORDONS (Year of Panic)
1909—2,794 GORDONS
1910—3,124 GORDONS
1911—2,985 GORDONS

1912—3,186 GORDONS

TOTAL NUMBER CHANDLER & PRICE GORDONS SOLD AND DELIVERED IN TWENTY-SIX YEARS **44,542**

THINK OF IT! 44,542 CHANDLER & PRICE GORDON PRESSES made, sold and delivered in twenty-six years. Such is the result of manufacturing goods of real merit. The CHANDLER & PRICE Presses lead! Ask your dealer for them and accept no substitute.

THE CHANDLER & PRICE CO., *Makers,* CLEVELAND, OHIO, U.S.A.

GROSS SALES FOR 1912 LARGEST IN TWENTY-SIX YEARS OF MANUFACTURING

The Picture following was printed in *one impression* with DUOCHROME 87. We manufacture *Duochrome Ink* in every Standard Color.



CHAS. ENEU JOHNSON & COMPANY

FOUNDED 1804

BRANCHES:
NEW YORK CHICAGO
ST. LOUIS CLEVELAND
BALTIMORE BOSTON
SAN FRANCISCO

TENTH AT LOMBARD STREET
PHILADELPHIA, PENNSYLVANIA

The Picture following was printed in one impression
with DUOCHROME 87. We manufacture
Duochrome Ink in every Standard Color.

CHAS. ENEU JOHNSON & COMPANY
FOUNDED 1804

TENTH AT LOMBARD STREET
PHILADELPHIA, PENNSYLVANIA

BRANCHES:
NEW YORK CHICAGO
ST. LOUIS CLEVELAND
BALTIMORE BOSTON
SAN FRANCISCO



Direct and Alternating Current

MOTORS

For Printing and Allied Machinery

¶ We furnish proper sizes, speeds and controllers and save you money and trouble.

¶ We have just completed the entire motor equipment of Rand, McNally & Co.'s new plant, largest and finest in the world.

¶ Our motors for this class of work are built by the Westinghouse Company.

Cline Electric Mfg. Co.

Telephones
Harrison 8376
Auto. 64876

Fisher Building, Chicago

That Catalogue
well printed on the same
Light-Weight Soft-Finish Half-Tone Paper that is used on those pretty imported books would be more attractive and make more sales. It would cost less for postage. And you would probably save on the paper itself.

Ask us for a printed sample showing a seedman's catalogue, text and 150-line half-tone, on our 25 x 38-28 Imported Catalogue Paper 10333.

Have you heard of the catalogue where over $20,000 was saved in postage by using this paper? And that wasn't the biggest saving. Ask us about it.

PARSONS TRADING CO.
NEW YORK, 17 BATTERY PLACE

LONDON
BOMBAY
MEXICO
WELLINGTON
CAPE TOWN
BUENOS AIRES
SYDNEY
MELBOURNE
HAVANA

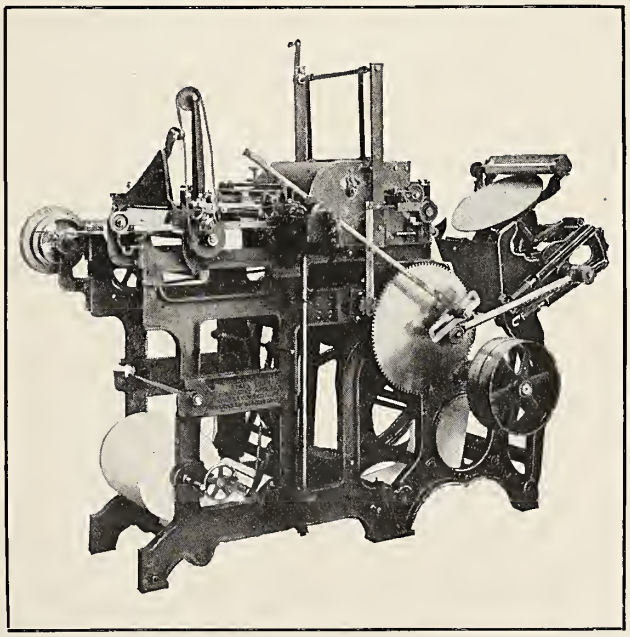
TOLEDO WEB PERFECTION JOB PRINTING PRESS

Prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

DOES PERFECT BRONZING. — Every objection to bronze work is eliminated by the TOLEDO WEB PRESS.

A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation UNIT. The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.



An ideal press for job-printers and *manufacturers who do their own printing.*

The Ames-Bonner Company, brush and mirror manufacturers, of Toledo, has kindly consented to allow us to send out samples of their box covers and labels now being printed on a TOLEDO WEB PRESS for their box-making department. Write us for these samples; they are interesting.

Prices, sizes and further information furnished upon request.

See page 122 in April Number of The Inland Printer.

TOLEDO WEB PRESS MFG. CO., Toledo, Ohio

Patronage–Your Stock in Trade

Appearance of Our Neat Cards in Case



The power to draw patronage and support has been characteristic of

Peerless Patent Book Form Cards

ever since they were first placed on the market. They have been creating friends, and opening up ways of easy influence for salesmen in a way never thought possible before.

They will create friends for you as a dealer, they will draw you patronage and support from new and unexpected sources, and will open up ways of easy influence for business which you have hitherto failed to get.

The Peerless is a detachable card, having a perfectly smooth edge after the detaching; its binding insures cleanliness, utility and ultimate economy. Send for sample tabs of the cards, and also our plan for dealers.

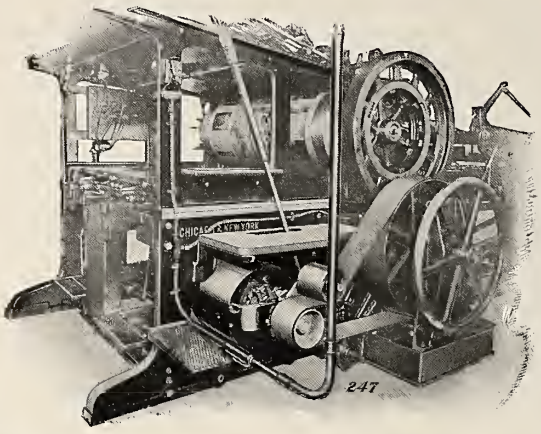
The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

52-54 East Adams Street Chicago

Robbins & Myers Motors



The Saving of Time

rather than the cost of power is the important factor when considering electric drive for printing machinery. To start, stop or reverse a press instantly, to run it at exactly the best possible speed for each class of work, to eliminate all waste from dirt and dripping of oil, to have the space overhead and the gangways clear — consider what this means in a busy printing-office.

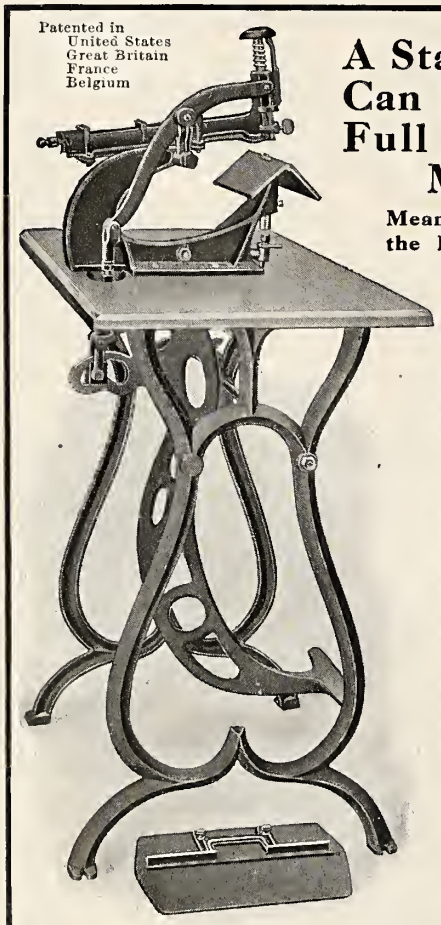
The Robbins & Myers Co.

Main Offices and Factory:

SPRINGFIELD, OHIO

BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

Patented in
United States
Great Britain
France
Belgium



A Stapler that Can Prove Its Full Claimed Merits

Means Economy in the Printing-Office

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

PRINTERS

can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

Non-Curling Gummed Paper

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country.

Write for Samples

Samuel Jones & Co.

Established in England 1811

WAVERLY PARK, N. J.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Mr. Compositor, Do You Know

That the best opportunities for work
The best wages
The best conditions are open to

Linotype Operators

Since the introduction of the new model multiple-magazine machines, a compositor's knowledge is more than ever valuable in the making of an operator.

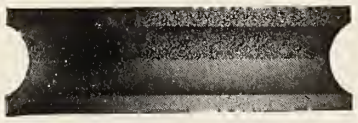
You can learn to become one; but if you do, you should learn at the best school.

In trade education, above all other things, the best is the cheapest. Mistakes of a poorly equipped or careless teacher are paid for by the student in reduced earning capacity for years — perhaps forever.

If you would like to be an operator and want to know about the best linotype school, drop a postal to

The Inland Printer Technical School

632 South Sherman Street, Chicago, Illinois



This is the little stone that Saves Stock — Saves Time —

The Carborundum Machine Knife Stone

It will keep the paper cutter knives keen, smooth, clean cutting. Gives an edge in a twinkling—lessens the need of grinding — you use the stone without taking the blade from the machine—just run it over the edge a few times and start the machine to work—the knife will cut clean without feathering.

AT YOUR HARDWARE DEALER
OR DIRECT BY MAIL, - $1.50

The Carborundum Co.
Niagara Falls, N. Y.

Monitor Controller Company

111 South Gay St., Baltimore

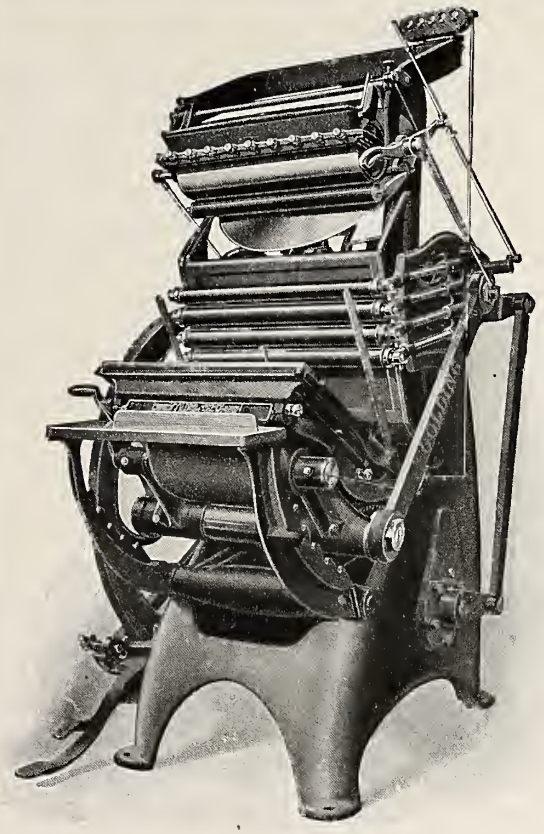
¶ Progressive printers appreciate the fact that modern and efficient methods of controlling printing machinery should be entirely automatic, in order to save time, eliminate any chance of accident and prevent rough handling of their machines.

"Just Press 

a Button"

¶ The Monitor System of Automatic Control is not only modern, but it is in advance of all other automatic systems. It has been developed to meet the service requirements of the up-to-date printing-plant.
Let us send you details.

Monitor Controller Company
111 South Gay St., Baltimore



Energy, Time, Money, Material

¶ These are being wasted by many printers in trying to produce creditable printing on antique machinery.

¶ Are you one of the many? We recommend the

GOLDING JOBBER

¶ As a saver of time, energy, money, material, no other job press compares with it.

¶ It gives a surer profit on all grades of work by giving a greater margin to go on.

¶ It gives the greatest number of productive minutes out of each hour—by eliminating the wasted minutes.

¶ It is, then, the cheapest press to employ.

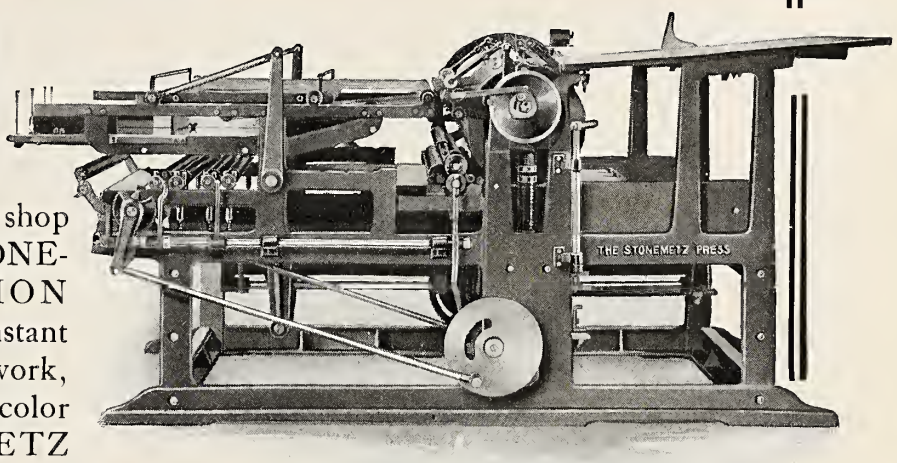
¶ We want you to investigate the Golding Jobber.

¶ Send for our booklet, "*Manufacturing Efficiency*," and get posted.

GOLDING MFG. CO.

FRANKLIN, MASS.

Stonemetz Two-Revolution



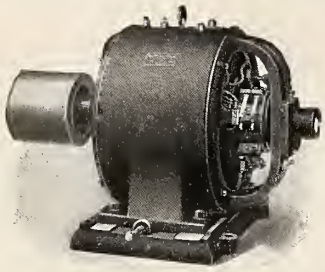
FOR the one-press shop or for the shop with many presses, the STONEMETZ TWO-REVOLUTION CYLINDER PRESS merits instant consideration. For newspaper work, book work, fine half-tone or multicolor register work, the STONEMETZ compares in every essential with presses costing a third more.

In design and construction the STONEMETZ is a thoroughly standardized machine. Its simple, free-running bed movement, unyielding impressional strength, splendid inking and registering qualities and convenient make-ready facilities are note-worthy features, fully described and illustrated in our Stonemetz advertising literature — free for the asking.

The Challenge Machinery Company

Chicago Salesroom
124 So. Fifth Ave.

Main Office and Factory
Grand Haven, Michigan



The Printer's Guide

Is a Book for Printers

All the standard presses are listed, and the size, speed and type of motor required to drive them is given in tabulated form. This book is *invaluable* to master printers.

Write for a free copy

The Triumph Electric Co.

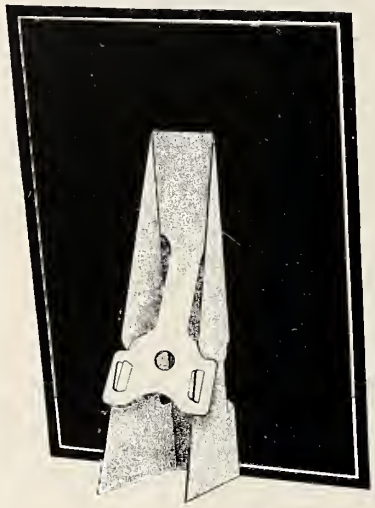
CINCINNATI, OHIO

SEND for SAMPLES and PRICES *of the*

SPRINGLOCK EASEL

for cut-outs, boxes, counter and window displays of all kinds

Patents U. S. A. and Canada



"SPRINGLOCK" — Double Wing

Locks with Clutch Device permanently

—

Single and Double Wings

—

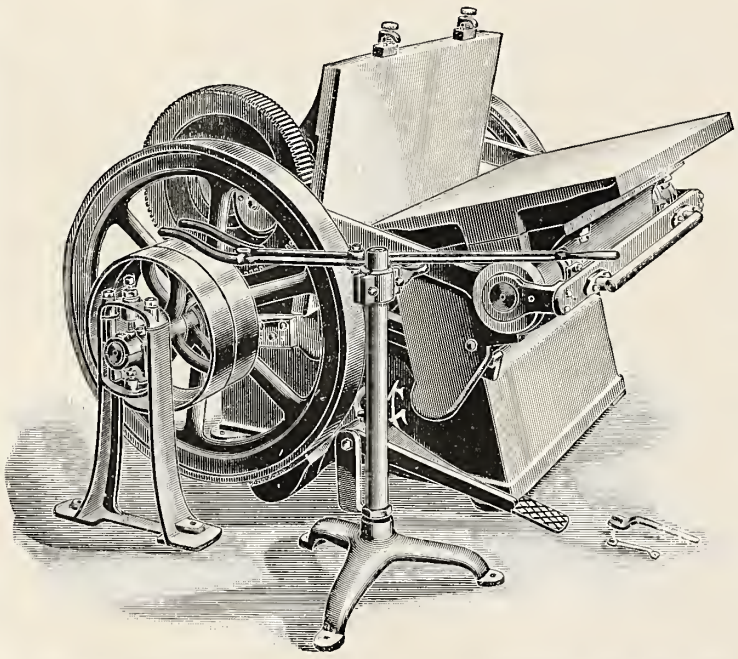
Strongest, simplest, cheapest

—

In all sizes from 4 inches to 30 inches

HOLLIDAY BOX CO., Detroit, Mich.

Ask the Printer Who Owns One —He Knows



Built in Five Sizes. From 20 x 30 in. to 30 x 44 in.

Your best means of proof of our claims is to investigate the merits of our press through the recommendation of printers now using our presses.

It's the service that counts, and a pleased printer is our best advertiser.

The Gally Universal Cutter and Creaser

is built to endure, nothing neglected or omitted — therefore great strength and durability stand out boldly as essential features of a satisfactory cutter and creaser.

The Gally Universal

was the *original* press in the field, and is therefore developed and constructed along the lines of many years' experience.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

The National Machine Co., Manufacturers, Hartford, Connecticut

Sole Canadian Agents — MILLER & RICHARD, Toronto and Winnipeg

This machine cuts 20 galleys of slugs to any measure while 5 printers chop one galley with leadcutters. Any wonder your competitor bought a Miller?

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

New Catalogue No. 10

—

Monograms
Crests
Coat of Arms

—

Latest Correspondence Papers

If its ENGRAVED or EMBOSSED "WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

New Catalogue No. 11

—

Wedding Invitations

Announcement Cards

—

Visiting Cards and other social forms

ABSOLUTE STANDARD

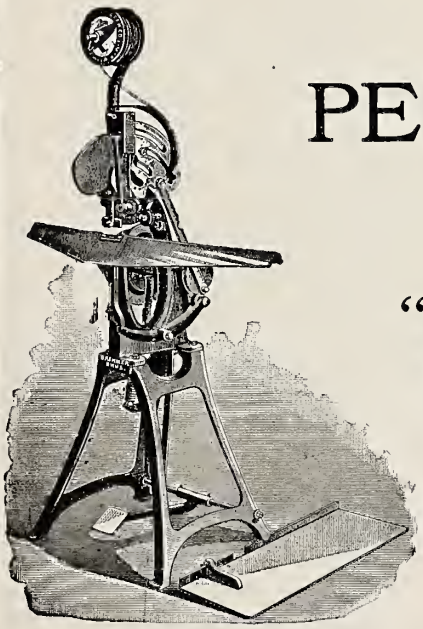
of

PERFECTION

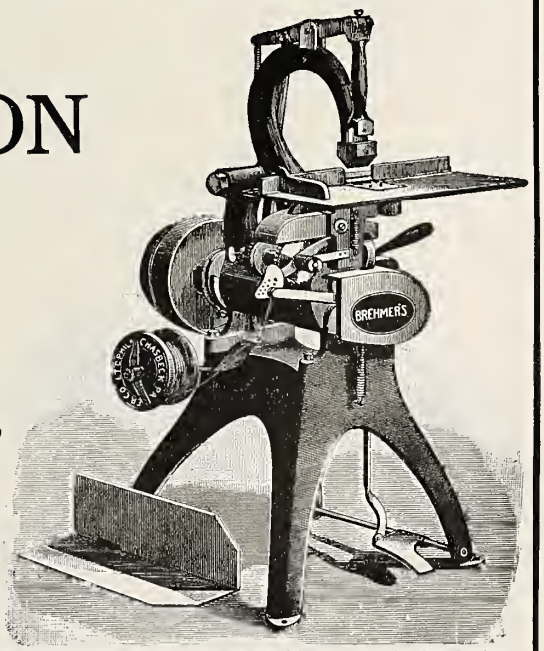
—

"Brehmer Stitchers"

—



No. 33. For Booklet and other General Printers' Stitching.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

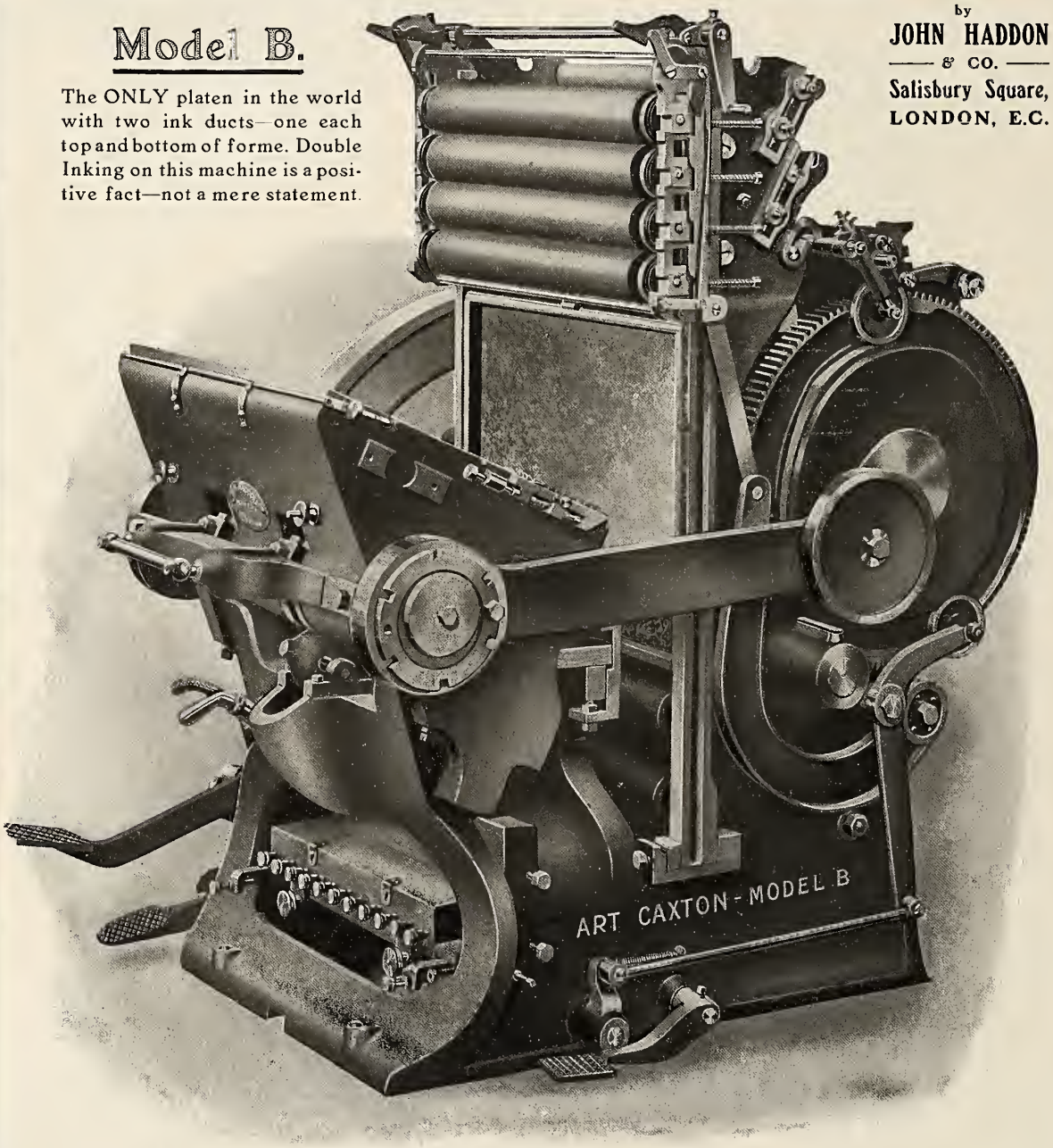
ART CAXTON PLATEN

MADE IN ENGLAND IN THREE SIZES, AND NINE MODELS.

Model B.

The ONLY platen in the world with two ink ducts—one each top and bottom of forme. Double Inking on this machine is a positive fact—not a mere statement.

by
JOHN HADDON
— & CO. —
Salisbury Square,
LONDON, E.C.



Also has

Double-Gearing, Two-Position Platen, Interchangeable Inkers and Distributors ($2\frac{3}{4}$"), Roller Throw-out Device, Adjustable Tracks, Complete Treadle Control, etc.

YOU MUST SEE IT at H. HINZE

Tribune Building, NEW YORK

ANGLO-CANADIAN TYPE & PRINTING MACHINERY CO., Ltd. 124, York St, Toronto

A Giant Influence in a Giant Industry



THE NEW MONOTYPE FACTORY

THE MONOTYPE, from small beginnings, has grown to giant strength. Only ten years ago it was a baby. The tiny floor space which we found ample in 1902, compared with the new factory shown above (which we shall occupy in October and shall find none too large) gives a convincing record of growth—and growth, in this modern business world, means something more than life; it means *merit.*

Our success—expressed in concrete in this $400,000 factory—may be summed up in this fact: In 1911 one-half of all the machines we sold in the United States and Canada went to satisfied customers on repeat orders. Satisfied because; first, the MONOTYPE for a low production cost gives a product that commands a high price; second, the MONOTYPE is sold in a reasonable manner, we make no claims that can be used by buyers to beat down the price of composition; third, we cooperate with our customers, constantly increasing the efficiency of the MONOTYPE, we share our improvements with them and no MONOTYPE user ever lost a dollar through our bringing out new models—"Only one model, that always the latest." Machines are known by the companies that keep them; you know our customers, the leaders in every movement to help the printing industry—ask them.

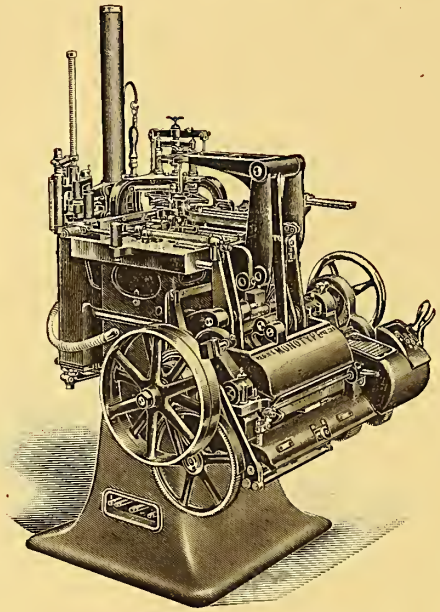


Ten years ago we occupied only two floors in one wing of this building

Lanston Monotype Machine Co.

Philadelphia

THE ONLY TYPE CASTER



"The Machine with the Faces." Over 1000 Fonts, August, 1912

NO SUCCESSFUL printer will dispute the statement that there is economy in having *plenty of type.* The trouble is never in having too much, but in paying too much.

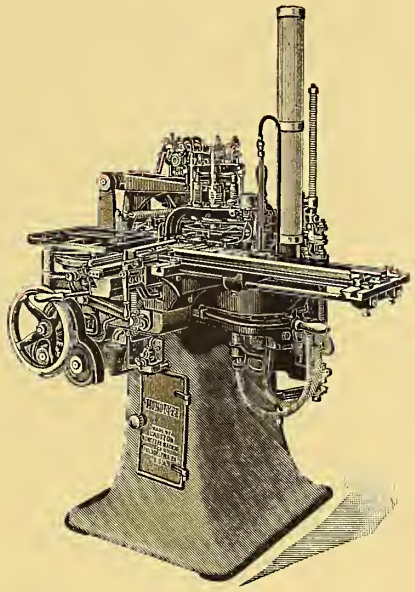
How much time do your compositors waste in hunting for sorts, "picking" and resetting because of short fonts? How much time do they spend on distribution? (The Monotype Type Caster saves 50% of this loss.) How much time do you lose on the press, trying to print from worn-out type? How much do you spend on plates to save wear on type and to save the expense of keeping foundry type standing? How much annoyance have you had from worn-out letters appearing in a first-class job?

Whatever your answer to these questions, the figure you name will be what is *saved you* by the Monotype Type Caster, to which you must add what it *makes for you* in profits and peace of mind.

The Monotype Type Caster makes type equal to the best foundry type. It makes it faster, and for less cost than any type caster the printer can buy.

It is superior, besides, in the variety of matrices open to the owner's use. Our Matrix Library supplies over 1,000 fonts, 5 point to 36 point, for use when you please and as long as you please, for $1.67 per font. We are adding new fonts every week. And finally, the Monotype is the *only* Caster that can be converted into a Composing Machine. (See next page.)

AND COMPOSING MACHINE



"The Versatile Machine That Keeps Itself Busy."

THE MONOTYPE COMPOSING MACHINE is the MONOTYPE CASTER with the addition of the Composing Attachment. The man who buys the Caster has more than half paid for a composing machine. When he adds the Composing Attachment he has *both* Composing Machine and Type Caster. This is the machine that put quality and art into machine composition. And it did it without putting expense into it also.

It made quality a commodity to be sold at a profit—for it gives to machine composition the remunerative features of taste and beauty.

It is both a Composing Machine *and* Type Caster. It sets type in justified lines, on the galley, ready to print, in any size from 5 point to 18 point and in any measure up to 60 picas. But its efficiency as a Type Caster, to make new type for the case in size up to 36 point, remains unaffected.

Its flexible, interchangeable matrix system permits *any* combination of faces the job needs. You don't have to urge your customer to accept a combination forced by the mechanical limitations of a machine. A printing office with the Monotype becomes a quality shop, and gets the quality price by giving better work and service to its customers.

The superiority of the Monotype as a Composing Machine for quality work is so well recognized today that easily 90% of the sales-producing catalogs printed in this country are set on the Monotype and many of the best-known advertising men are specifying Monotype composition in their contracts with printers.

Ask Monotype Users—They Know

J. S. CUSHING CO., NORWOOD

Mr. J. Stearns Cushing says: We have received and have now in use the two additional Monotype Casters, which gives us a battery of eleven Casting Machines and twelve Keyboards. Perhaps the fact that we have added two new machines is the best proof we can offer of the satisfaction we have had with what is undoubtedly the most versatile machine ever introduced into a printing office. No machine has been able to do the peculiar class of work we handle so satisfactorily as the Monotype. We get splendid electrotype plates from its product. The progressive policy of the Monotype Company in sharing its improvements with its early customers, and thereby keeping its machines up to date, deserves the highest appreciation, and certainly receives it from us.

R. R. DONNELLEY & SONS CO., CHICAGO

Mr. Thos. A. Donnelley says: The composition of the Encyclopedia Britannica, which is probably the largest job of book composition ever done in the history of the printing business, amounted to between one hundred and one hundred and twenty-five million ems, and was entirely done on the Monotype machines. The combination of its size, technical character and extreme care required makes it one of the most remarkable jobs ever done by hand or machine. We used on this work eighteen Keyboards and fifteen Casters, and I am emphatic in saying that we could not have produced this job by any other method of composition; and without the Monotype it would have been impossible to meet the extraordinary demands of the publishers.

J. HORACE MacFARLAND CO., HARRISBURG

Mr. J. Horace MacFarland says: The thing which has most surprised me in respect to the Monotype is the failure of the predictions made as to the difference between well-handled Monotype product and equally well-handled foundry product. If I thought that we were falling behind in respect to the quality of our work through the use of the Monotype, I would certainly not be duplicating my equipment. The Monotype is a prefectly practicable means for producing high-grade composition.

WILLIAMS & WILKINS CO., BALTIMORE

Mr. Edward B. Pessano says: Our equipment was completely destroyed in the fire of February, 1904, and at that time I investigated the Monotype and was fully convinced that it was a more suitable equipment for our line of business, which is scientific and technical book and magazine work, in addition to which we produce a line of catalog and tariff work. I have found that my judgment was correct and that we have been able to produce as economically on straight composition, in addition to which we have the advantages of a machine very much broader in its field of operation and capable of maintaining a higher standard of mechanical production.

BURKE & GREGORY, NORFOLK

Mr. John E. Burke says: We use the Monotype for all classes of work needed in a book and job printing plant and are satisfied with the results.

GEORGE H. ELLIS CO., BOSTON

Mr. George H. Ellis says: We do not know how we could possibly have done our work without these machines. They are also undoubtedly economical. We are doing on the six new Style D Keyboards the work formerly done on nine of the old-style boards. The fact that we were able to apply all your improvements to our oldest Casting Machine, Serial No. 409, is appreciated by us.

THE STONE PRINTING AND MFG. CO., ROANOKE

Mr. Edward L. Stone says: After we bought the first new Keyboard and used it about a month, we very promptly ordered two more new Keyboards to take the place of the old ones. Of course if we had not been pleased with the one new one we would not have ordered the other two. The Monotype is a wonderful machine, and while it is not outspoken, it comes as near talking and thinking, perhaps, as any machine we are acquainted with.

GEORGE F. LASHER, PHILADELPHIA

Mr. George F. Lasher says: We have found the product of the machine, both as to quality and quantity, fully up to your guarantee. Our records show that we produced 13,426 pounds of type, of which 75 per cent. was 8, 10 and 12 point, in 973¾ hours running time. This is an average of over 13¾ pounds per hour

TOBY RUBOVITS, CHICAGO

Mr. Toby Rubovits says: We would not part with the Monotypes if we kept them busy only one-quarter of the time. The work that we are doing on them is so elastic that the investment becomes a secondary consideration.

JONES & KROEGER CO., WINONA

Mr. Harry Livingston says: We had the first Monotype machine in Minnesota, and have operated it continuously for the past seven years. It has been our best asset in the production of high-grade booklets and catalogs and a great diversity of other work. It is the highest type of composing machine to be had. It is, as you claim, "the versatile machine," and from the standpoint of quality is not to be compared with other machines. In time, in quality and in economy it is the best for the "cost-wise" printer.

JOHN P. MORTON & CO., LOUISVILLE

Mr. H. H. Hughes says: The low quad and space attachment and the Cellular Matrix add to the machine's efficiency so much that no one can afford to be without these features. They facilitate the handling of high-class work, and are now running so smoothly and satisfactorily that we feel we must say a word of appreciation.

THE STOVEL CO., WINNIPEG, CANADA

Mr. John Stovel says: Some two or three years ago we installed one of your latest style Monotype equipments and we do not believe we could give you any better evidence of the satisfaction derived from same than to mention the fact that within a few months of the first installation we secured a second machine, and later on installed a third, together with two DD Boards. In your advertising matter we notice you take pleasure in calling the Monotype "the versatile machine," and from our experience we believe you are justified in thus naming it. We have much pleasure in stating that these machines have exceeded our expectations, and for certain classes of work are unexcelled.

PUBLISHERS' PRINTING CO., NEW YORK

Mr. Jos. Gantz says: My experience with various typesetting machines extends over a period of twenty-four years, I have given much of my personal attention to the supervision of our book and magazine department, from a mechanical as well as a commercial standpoint. It is a well-known fact that not only is it more economical to overrun matter than to reset it, but in addition thereto the appearance of the work is far superior. We used the Monotype for the composition of such well-known illustrated and reference editions as "The Reference Handbook of Medical Sciences," with over 4,000 cuts; "The Encyclopedia of Surgery," over 1,500 cuts; "The Jewish Encyclopedia," with several thousand cuts, and other sets too numerous to mention. This class of work could never be performed on a slug machine, as the author's corrections range from 6,000 to 40,000 hours each, and they would have had to be completely reset had they not been composed from movable type.

CLARKE & COURTS, GALVESTON

Mr. George M. Courts says: The Monotype is a beautiful piece of machinery, almost human, and we have found that with this machine in our job room the work it could handle was almost unlimited, and is satisfactory in every way.

THE EDGELL CO., PHILADELPHIA

Mr. A. F. Edgell says: Our Caster is the busiest machine in our place. Our operator gets out of the new Keyboard over 50 per cent. more work than out of the old board. We are doing better work than we ever did, and we could not hope to do hand work that would compare with our present product. I congratulate you on your accomplishments in the way of increasing the efficiency of the machine.

W. H. KISTLER CO., DENVER

Mr. W. H. Kistler says: We enclose a copy of a report gotten out by us, on which there was a direct saving of 100 hours' time in composition and makeup over a similar issue when the work was not done on the Monotype. Our shop handles a great variety of job work of all kinds, and the ease with which the cases are kept filled with sorts of job type would commend the Monotype to any office handling similar work. It has reduced the cost in a very marked degree, and enables us to handle work at a good profit which we could not before attempt.

THE KNICKERBOCKER PRESS, NEW YORK

Mr. J. Bishop Putnam says: We do not know what we can say in connection with the Monotype machine that will speak louder than the fact that we originally had one machine and we now have six, all of which are doing good work. The output of the operators who were transferred from the old-style Keyboards to the Style D Boards has increased very materially on straight matter and much more on mixed work. The universal board will pay for itself in a very short time.

L. MIDDLEDITCH CO., NEW YORK

Mr. R. H. Middleditch says: When your representative urged us to install Monotypes he made a prediction as to the output on a job which was then before us, which prediction we thought too optimistic. We would have been satisfied to have been assured of 75 per cent. of the production which he promised. The production has exceeded his assurance. It is not often that we printers have such an experience and it is a pleasure to testify to this fact.

WILLIAM GREEN, NEW YORK

Mr. William Green says: As to our experience in running Monotype forms from type, we are doing it here constantly without any trouble and with perfect success. The whole secret of the success or failure rests primarily with the knowledge and skill of the machinist, supplemented by careful spacing and good lockup. No type form, either from the Monotype or from foundry type, will stay down unless properly spaced and locked up.

BRANDON PRINTING CO., NASHVILLE

Mr. C. H. Brandon says: For a large part of our book headings and blank forms we use the Monotype, holding the forms in type from year to year and making changes and corrections from the case. A printer at the case could not possibly get better results and with our Monotype equipment, we are able to submit proof sheets of an entire job, no matter how large, to the customer at one time.

FRANKLIN HUDSON PUBLISHING CO., KANSAS CITY

Mr. Franklin Hudson says: We are getting better work out of the Monotype now than we ever did before. Our operators are gaining speed every day, and we are delighted with the change and the improvement in this branch of our business.

Lanston Monotype Machine Co.

Philadelphia

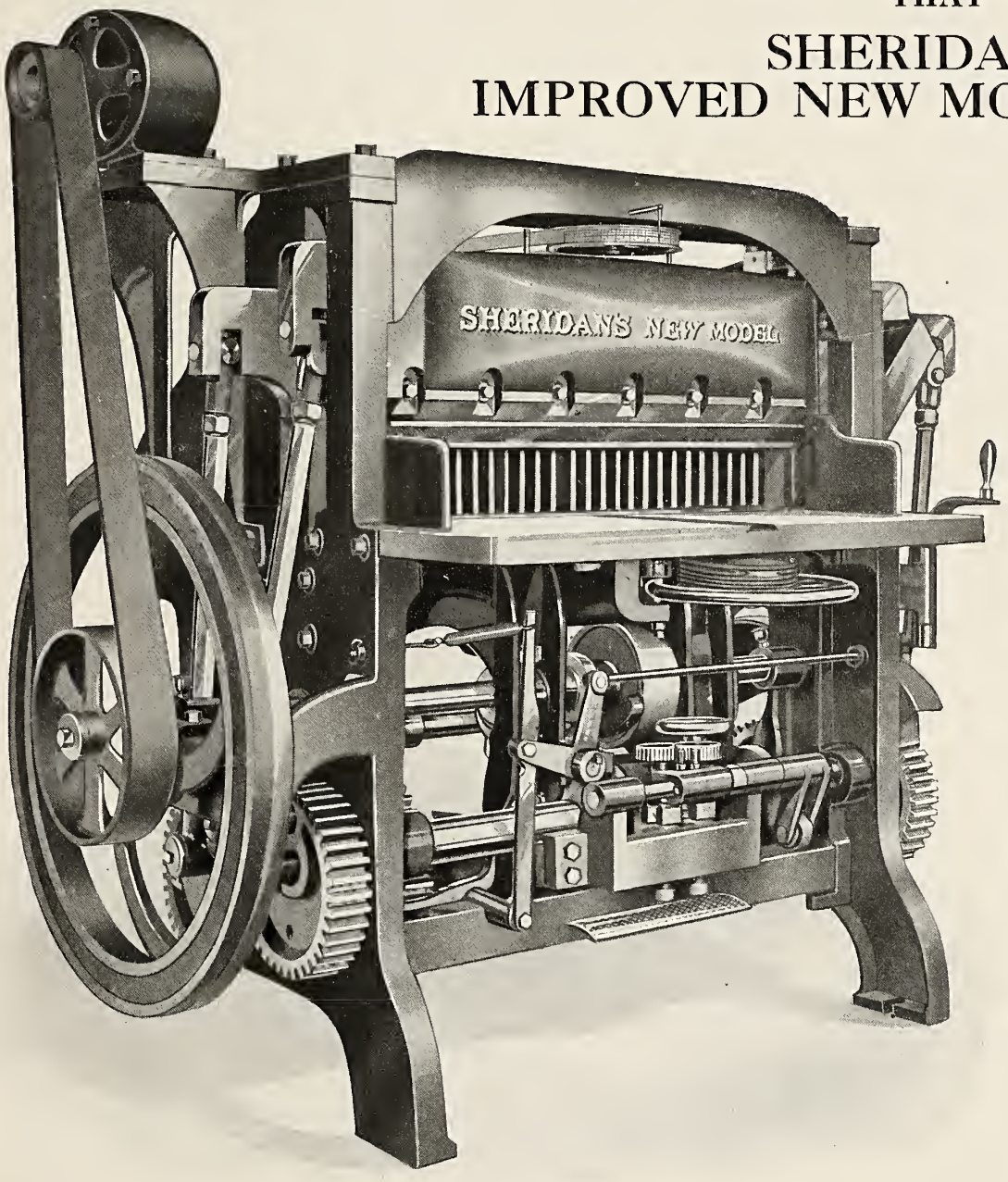
Miller & Richard, Canadian Representatives, Toronto and Winnipeg

This page shows Monotype Faces and Borders

FACTS

ARE STUBBORN THINGS
THEY
CAN NOT BE ALTERED
BY STATEMENTS AND
PROVE CONCLUSIVELY
THAT

SHERIDAN'S IMPROVED NEW MODEL



CONVINCE
YOURSELF
WRITE
FOR
OUR
BOOKLET
ON
CUTTING
MACHINES

HAS GREATER CLAMPING POWER, IS STRONGER, MORE ACCURATE, SIMPLER IN CONSTRUCTION AND REQUIRES LESS POWER TO OPERATE THAN ANY OTHER AUTOMATIC CLAMP CUTTER.

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

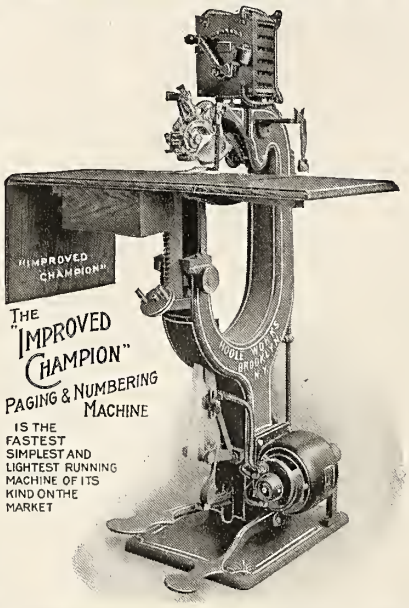
56 and 58 Duane Street, NEW YORK — 17 S. Franklin Street, CHICAGO

63 Mount Pleasant, LONDON, E. C., ENGLAND

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.



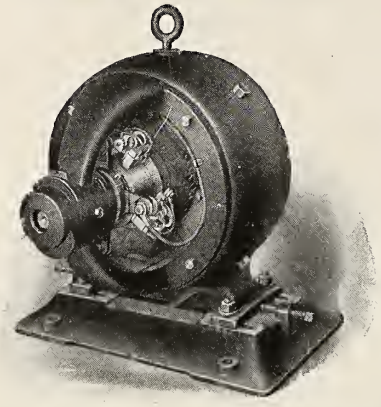
"HOOLE" Paging and Numbering Machine

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

PEERLESS MOTORS

enable the printer to realize the *full capacity* of his presses at a low power-cost.



¶ Our Friction Drive is an attractive proposition in point of space, and the insurance of steady and accurate service.
¶ We know from experience just what is required by the printing field — hence a motor made to stand the test, built for a specific purpose, and best of all — solves the cost-of-production problem.
¶ Tell us what presses you contemplate equipping and we will advise you by return mail what it will cost you.
¶ Ask for our illustrated catalogue, plans of selling, prices, etc.

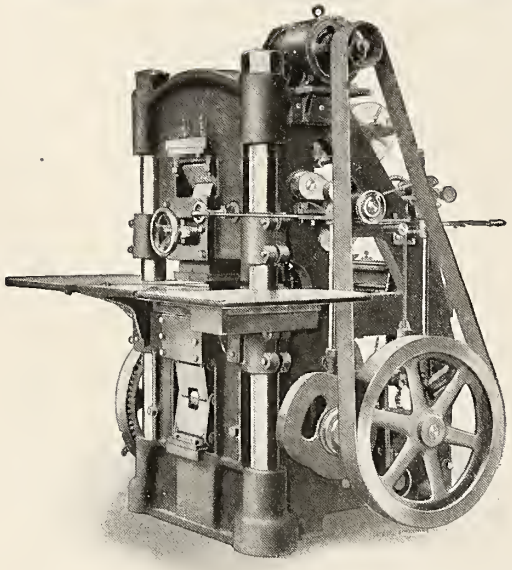
On ANY POWER PROBLEM write:

The Peerless Electric Co.

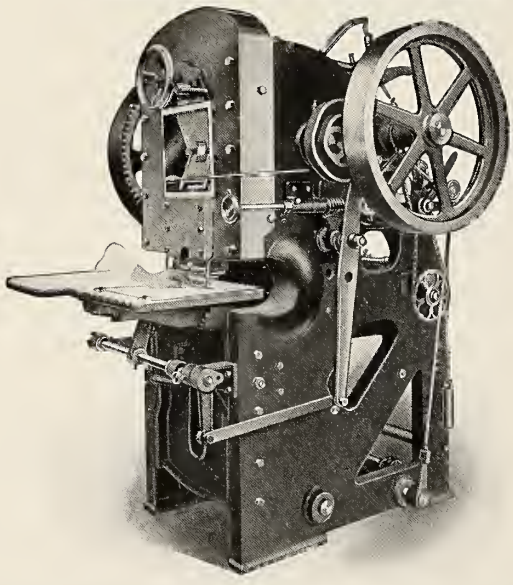
Factory and General Office: Warren, Ohio

Sales Agencies:
CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street
And All Principal Cities

The Carver 6 x 10 inch Automatic Die and Plate Press



The 4½ x 9 inch Carver Press with Card Feeding Attachment and Plunger Finger Guard



C. R. Carver Company

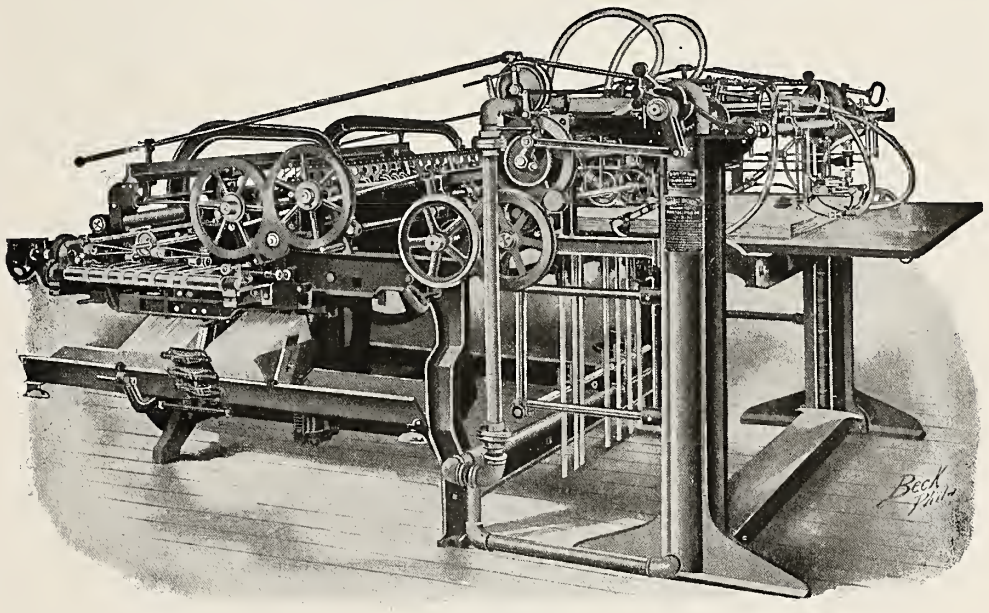
N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

THE CHAMBERS
Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

All desirable modern appliances. **Accurate, reliable work guaranteed.**

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

TO MAKE CLEAR OUR POSITION

We hereby affirm that The H. C. Hansen Type Foundry is an INDEPENDENT Type Foundry and is not connected with any syndicate or other type foundry. We manufacture on the premises over 70,000 characters of type.

All the Dies, Moulds, Type Machines and Tools for all departments designed and made by H. C. Hansen

The H. C. HANSEN TYPE FOUNDRY

Forty Years a Succesful Type Foundry. Established 1872

H. Alfred Hansen, Manager

190-192 Congress St., Boston 535 Pearl St., New York

PURITAN SERIES. 12-PT. EGG-AND-DART BORDER. GRAY TONE BRASS RULE

Printers' Inks for Illustrations and Jobwork

Mark "ELECTRIC"

Gold Medal at Brussels, 1910.

FOUNDED 1885.



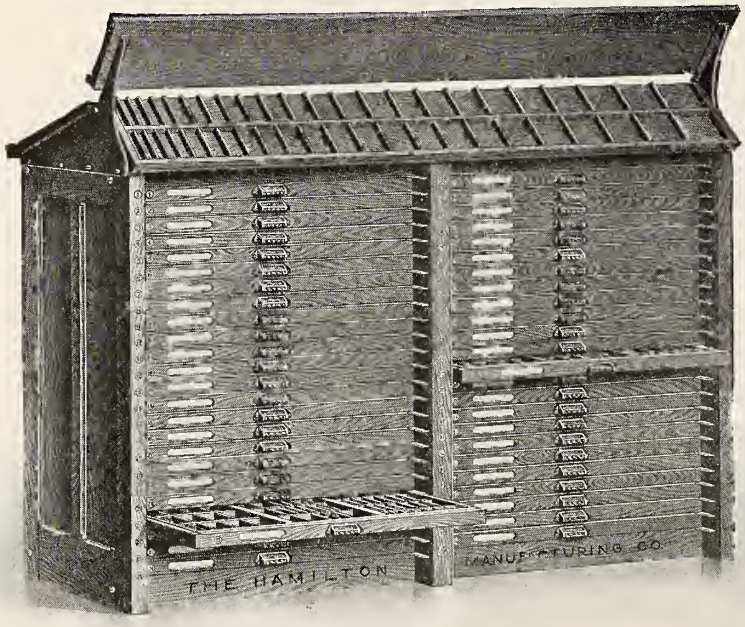
The handsomest and most technically up-to-date colors of the present.

MAX MÜHSAM, Berlin-Neukölln

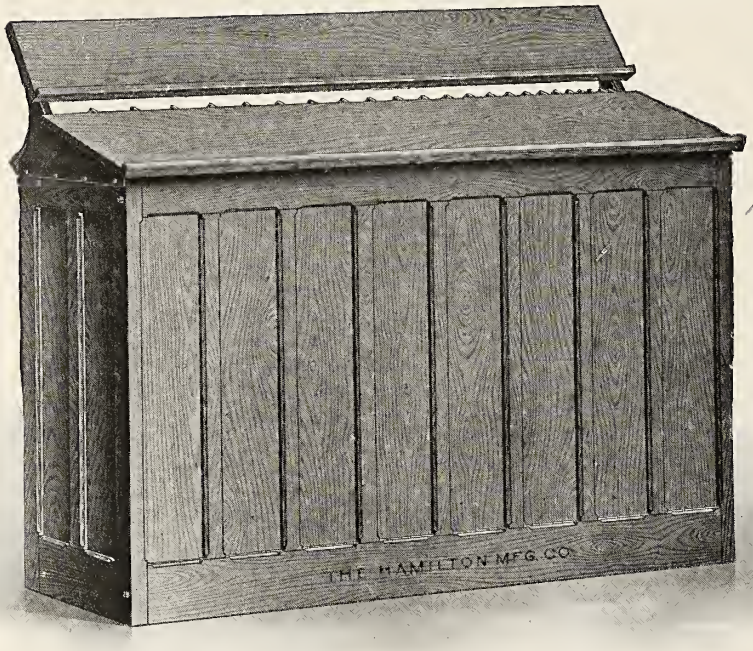
Manufacturer of Printing Inks

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL



The Mills Cabinet — Job Side



The Mills Cabinet — News or Working Side

Outfits of Hamilton's Composing-room Furniture in wood and all pressed-steel construction are being continually installed in progressive plants where system counts and where profits are arrived at by stopping the leaks incident to waste in floor space and in composing-room labor.

If your plant is not arranged so as to produce the maximum volume of product at the minimum cost, you require the services of the doctor — the composing-room expert or efficiency engineer, always at your service by applying to us or to any of the supply houses handling our line of furniture.

Printers should not forget that we are the largest manufacturers of wood type in the world. We have the greatest assortment of patterns ever assembled. Our Wood Type Catalog and circulars showing new faces will be mailed promptly to printers interested in wood type. Write us or apply to your dealer.

The Mills Cabinet

The Mills Cabinet is especially adapted to newspaper offices, where concentration is an important factor in the mechanical equipment. It occupies less actual floor space than any other composing cabinet and contains forty-eight California Job Cases with type compartments $\frac{15}{16}$ inch deep, providing large type-carrying capacity. It has most of the good features found in the other cabinets, including the extension front and the lead and slug case, recessed over the job cases, and also has the low job top, allowing full view of the working force by the superintendent.

The working top is of the boxed-in type, the latest development in composing cabinets. No open spaces for the accumulation of dust and rubbish. The bracket ends are of cast iron, firmly bolted to the cabinet, insuring strength and rigidity. Ask your dealer or write to us for complete descriptive circular.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.


SITE OF OUR NEW HOME AS IT APPEARS JULY 1ST 1912
THE·FRANKLIN·COMPANY
DESIGNERS · ENGRAVERS
ELECTROTYPERS·PRINTERS
530 · S · DEARBORN·ST · CHICAGO

ASTOUNDING



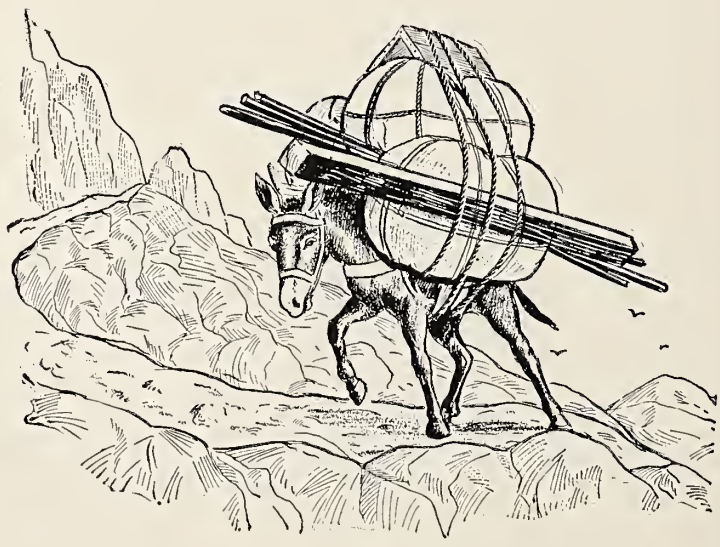
WHAT IT WILL DO

SAVES
THE COST
OF
SLIP-SHEETING

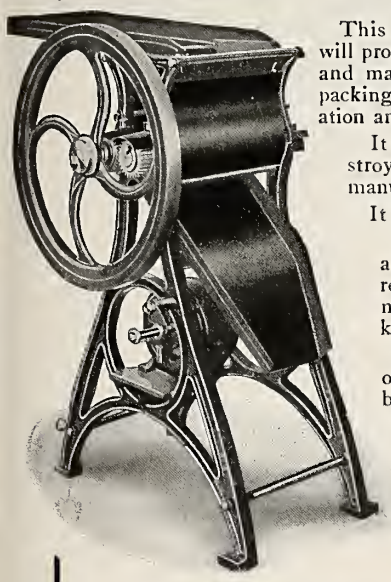
PERMITS
OF
PRINTING
TURNING

PRINTING
AND
BINDING

ALL
THE SAME
DAY



Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.

Card-Cutting Machines, both hand-fed and automatic.

Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street **Chicago, Ill.**

YOU CAN

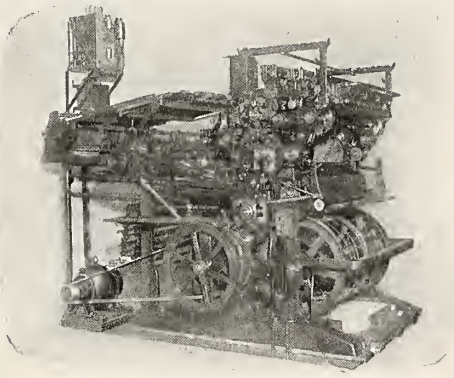
SAVE MONEY

BY INSTALLING A

SPRAGUE ELECTRIC

MOTOR EQUIPMENT

We have saved 15% to 40% for others; let us do it for you.



Round Type Motor Belted to Rotary Offset Press

Direct Current 1-50 H. P. to 500 H. P. Alternating Current 1-50 H. P. to 50 H. P.

WE KNOW THE RIGHT EQUIPMENT FOR EVERY MACHINE IN THE PRINTING TRADE.

Write for a copy of our Bulletin No. 2374 on Motor Equipments for Printing Machinery.

Sprague Electric Works

Of General Electric Company

Main Offices: 527-531 West 34th St., New York, N. Y.

Branch Offices in Principal Cities

If the overhard squeeze of a platen proof press does not damage the units of the form, it takes a readable proof, despite the high and low spots, but —

— the job or cylinder pressroom then carries a needless burden of make-ready.

A mechanically



uniform *Potter Proof Press* proof tells the tale truthfully, right off the bat, where and when corrections cost the least money.

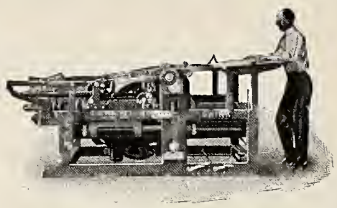
Cost systems have shifted competition from price to efficiency; the labor-saving *Potter Proof Press* is an efficiency tool of definite results.

A. F. WANNER & COMPANY, *Manufacturers*

431 South Dearborn Street, Chicago

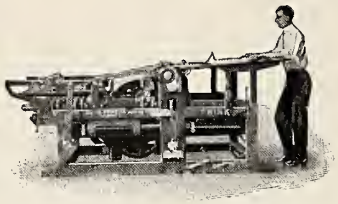
Six styles and sizes *For sale at all dealers* *Data on request*

You Can Avoid the Risk



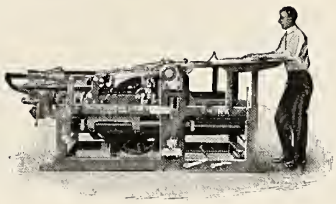
if you will take a little pains to investigate and inform yourself on so vital a matter as the installation of a press, which is an important investment.

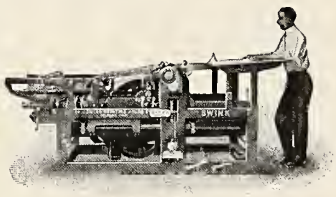
Any printer will gladly tell you how well he is satisfied and how surprised at the wonderful service given by the SWINK TWO-REVOLUTION PRESS, or, better still, we will gladly send you printed matter, or our special representative if you are ready for business.



give us an opportunity of *proving our claims* of superiority over any press of its kind on to-day's market.

WE DO NOT ASK ANY PRINTER TO TAKE OUR WORD, but we do ask them to





The Swink High-Grade Two-Revolution Press

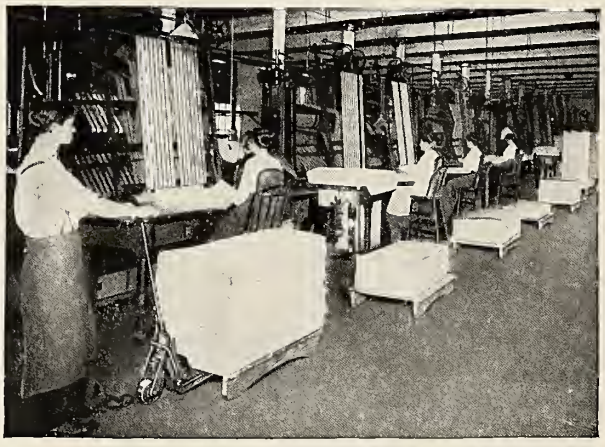
is the most compact, "get-at-able" press on to-day's market, occupying the least amount of space, absolutely noiseless, does not shake the building, and protects pressmen against nervous prostration. High speed, perfect register, book-form or four-color work, equipped with the best inking system.

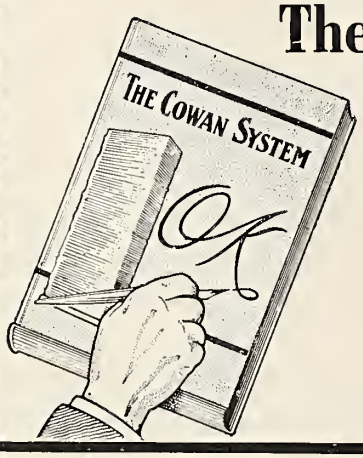
Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company

Factory and General Offices, DELPHOS, OHIO

EVERY DAY you do without the *Cowan Truck* you take real money out of your own pocket. Think what it would mean to eliminate from your business the constant loading and unloading of paper, off and on trucks. Consider the saving in floor space, and in the cost of equipment—*for, one Cowan Truck will serve one hundred platforms!* If you doubt the urgent need of a *Cowan Truck* on your floor, we will install one on 30 days' trial. You will never have it taken out. You would as soon think of parting with your telephone.





The Cowan "All-Metal" Elevating Trucks

Indorsed by the Leading Paper and Envelope Makers

THERE is no limit to the usefulness of a *Cowan Truck,* but it is especially adapted to the needs of paper handling. The largest paper and envelope makers use *Cowan Trucks* and endorse them fully. This device has revolutionized paper transportation.

The *Cowan Truck* is not just a "happy discovery." It was carefully worked out by a practical man, to meet an urgent demand. It exactly answers the purpose for which it was created. It is a low-hung, all-metal, roller-bearing, elevating truck. The center of gravity being so near the ground, it will transport marvelously high stacks of paper without any danger of upsets or side slips. There is nothing else on the market that can take the place of a *Cowan Truck.* You want it in your business!

Write for Catalog and Price-List

The Cowan Truck Co., Holyoke, Mass.

Cottrell Distribution

SIX VIBRATORS AS AGAINST FOUR

IS IT ANY WONDER that high-grade color printers express a preference for Cottrell New Series Presses? The diagram given on this page illustrates the location of the vibrator rollers. It will be noted that there are as many vibrator rollers among the distributor rollers on a Cottrell Press as there are in the entire equipment of most of the other best known makes of two-revolution machines. This means that the ink supply when it reaches the form rollers on a Cottrell press is as thoroughly distributed as it is when the ink reaches the form on other presses. Don't overlook the importance of this feature. Don't overlook the fact that this feature saves time during make-ready, and during every hour of the run, besides giving an output superior to anything than can be obtained on machines having inferior distribution. This means the highest grade of work at the minimum of cost for labor and material.

Showing the Six Vibrating Rollers



In the manufacture of calendar subjects where the runs are large and a decent regard for a fair profit demands as large a duplication of the plates as is possible, it is a well known and acknowledged fact that on COTTRELL PRESSES larger and heavier forms can be successfully run than on any other type of two-revolution press. This is due to the superior distribution and the immense impression sustaining power of the press, two points which should be carefully considered by every manufacturing printer, stationer and publisher when purchasing new equipment for their press rooms.

We publish a special booklet illustrating and describing all these Cottrell features. We will be pleased to forward a copy to intending purchasers of printing machinery.

Keystone Type Foundry
General Selling Agents
Philadelphia, New York, Chicago
Detroit, Atlanta, San Francisco

C. B. Cottrell & Sons Co.
Manufacturers
Works: Westerly, R.I.
25 Madison Square, North, New York
343 So. Dearborn Street, Chicago

Set in Keystone's Quill and Quill Outline with Harris Roman, and 24 Point Running Border No. 24011. Printed on a No. 5 Cottrell

Save Hundreds of Dollars in Labor Alone

PROBLEM

52 —— Weeks
$ 20.00 per Week
$1040.00 saved in a year

IT'S A CINCH

By "Keystonizing" your plant, and the more thorough you do the "job" the more saving will be effected thereby. Twenty dollars each week for 52 weeks means $1040.00. Are you interested? Yes? Then listen?

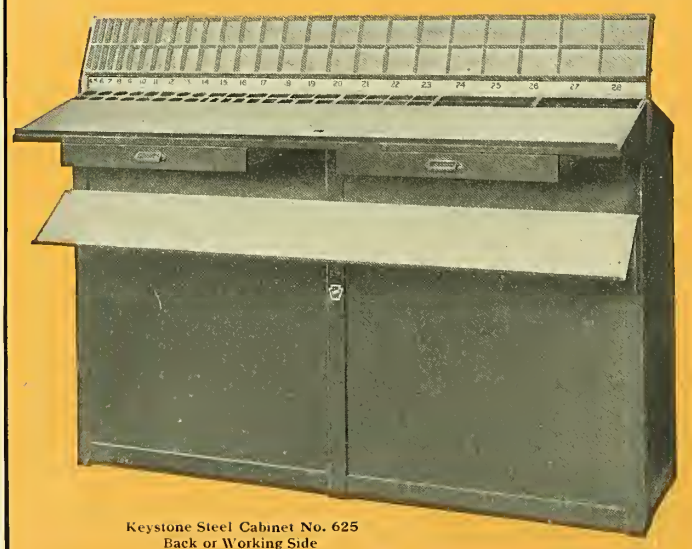
Lost time and waste material are the bugaboos of the printing trade, and are caused principally through lack of systematizing of the work and in "hunting" for material misplaced through not having some definite place to keep it.

The "Keystone" idea is to provide each printing plant with the equipment best suited to the requirements of that particular plant. This is real service—the kind that plans specifically for you—the only kind that is certain to benefit you. We consider each plant on its own merits; treat it individually; select the equipment so as to keep the work together and make it easier for each employee to do more. And, besides, our saving by this method in what has heretofore been known as "lost time" is an important item, as this is now practically eliminated. It is improbable that any proprietor of even a medium-size plant will deny that by this plan he would save at least one man's wages out of twenty, and enable the other nineteen to do better work and more of it than under the other system.

$20.00 a week for 52 weeks totals $1040.00—on one man alone. And you would easily make as much more in the saving of material that has formerly been wasted. Give us an opportunity to show you. Write to-day.



Keystone Steel Cabinet No. 625
Front or Case Side



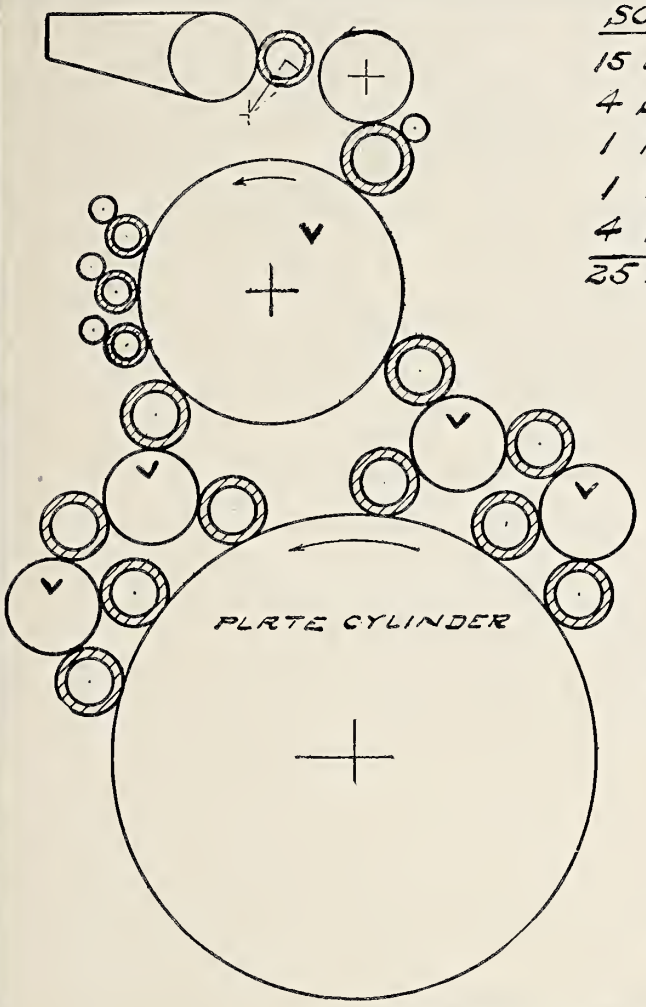
Keystone Steel Cabinet No. 625
Back or Working Side

KEYSTONE Type Foundry

PHILADELPHIA CHICAGO ATLANTA
NEW YORK DETROIT SAN FRANCISCO

The Keystone Steel Cabinet illustrated herewith is one of the most up-to-date innovations ever conceived for the composing room. It is made of cold rolled patent-leveled steel, beautifully finished in dark olive-green baked enamel, designed with the idea of combining practical working efficiency with a construction that is sanitary, fire-proof and practically non-destructible. Therefore an investment in these goods is ***permanent,*** and with no occasion for the "charge-off" at inventory time for depreciation.

Set in Keystone's Caslon Lightface and Caslon Lightface Condensed



SCOTT SIX-ROLLER DISTRIBUTION-
15 LEATHER COVERED ROLLERS
4 STEEL RIDER ROLLERS
1 PRIMARY DISTRIBUTING CYLINDER
1 VIBRATING DISTRIBUTING DRUM
4 VIBRATORS OVER FORM ROLLERS
25 ROLLERS AND CYLINDERS

THIS DIAGRAM

Shows the Thorough

Ink Distribution

ON

Scott Six-Roller Rotary Offset Presses

"IT BEATS THEM ALL"

THE THOROUGH INK DISTRIBUTION

is one of the features on Scott Offset Presses which have made color offset printing a commercial success and enables you to print the heaviest solids or the lightest tints.

THE BLANKET AND IMPRESSION CYLINDERS

are mounted in movable square boxes, sliding in suitable boxes in the side frames. A powerful toggle mechanism moves each cylinder in a *Straight Line* into and out of operative position as required. NO ECCENTRIC JOURNALS are used, as they move the cylinders in a circular path, causing trouble by cylinders being "out of line," occasioned by slightly unequal wear in the eccentric bushings.

THERE ARE MANY OTHER FEATURES

on our machines which appeal at once to the intelligent lithographer, and if you doubt it for a minute, ask the man who operates the machine and he will agree with us that "The Scott is best, forget the rest." Built to take sheets 28x38, 34x46, 38x52 and 38x58 inches.

Walter Scott & Co.

DAVID J. SCOTT, General Manager

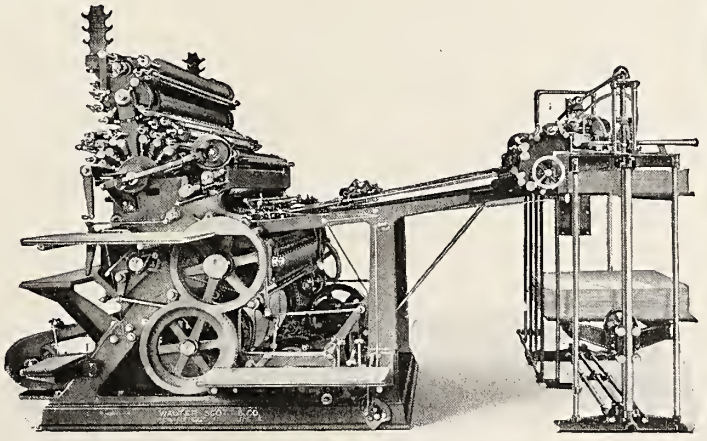
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New York Office
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Cable Address: Waltscott, New York
Codes Used: ABC, 5th Edition, and Our Own



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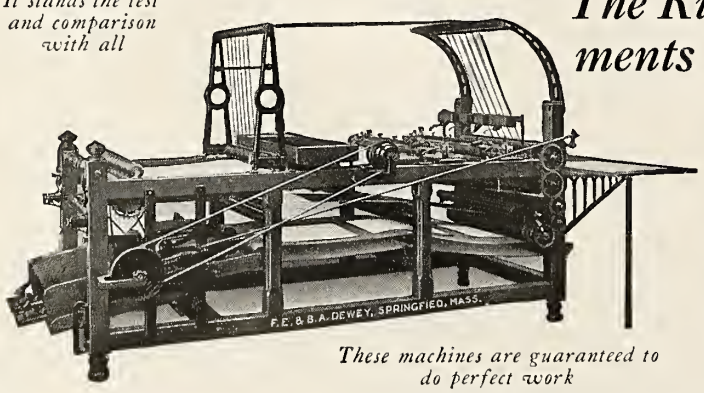


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It stands the test and comparison with all



These machines are guaranteed to do perfect work

The Ruler That Meets the Requirements of To-day and To-morrow

The DEWEY ruler stands at the head of its class in point of *service, perfection and satisfaction*. Its up-to-date achievements have won favor among those who have examined and installed it in their binderies.

Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

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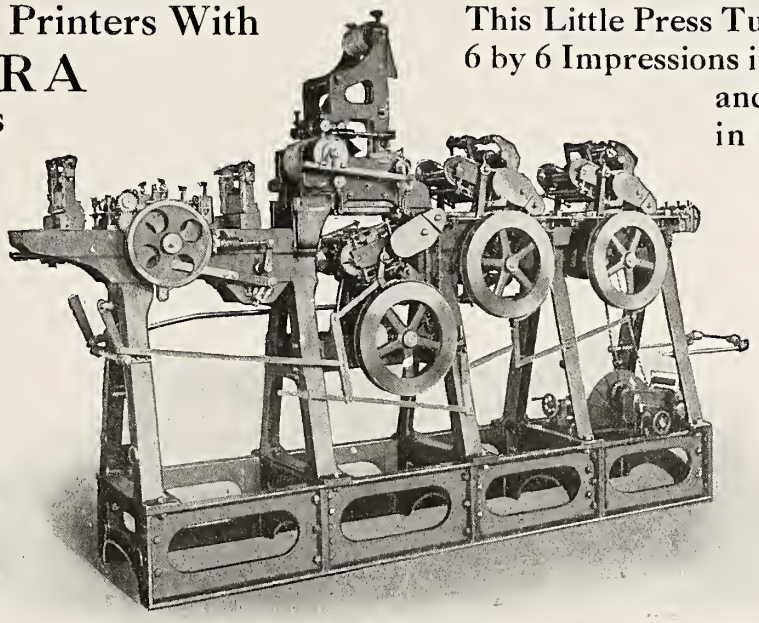
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Presses

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6 by 6 Impressions in Three Colors
and Cuts to Size,
in Eight Hours



No curved plates
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Will handle any stock
Excellent distribution
Rigid impression
A money-maker

Send for samples and catalog and let us tell you what other printers are doing with this wonderful machine.

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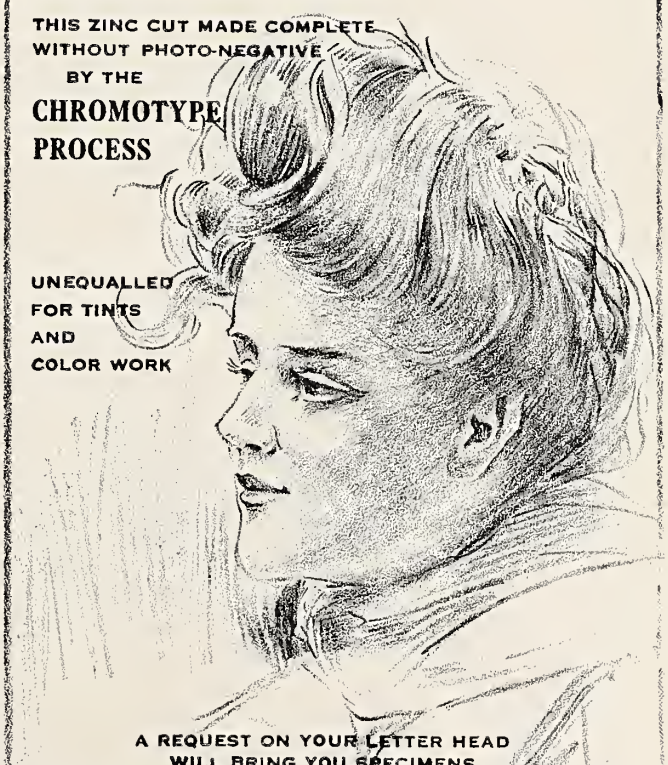
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A REQUEST ON YOUR LETTER HEAD
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SUPPOSE you take stock of what you own. How much of your trade do you own?

¶ Philosophically, the man who knows all about a trade practically owns it. If he only knows a portion of it he can not compete with the man who owns more because he knows more. The problem of converting knowing and doing into dollars is simplified by knowing more and applying it.

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A perfect machine of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

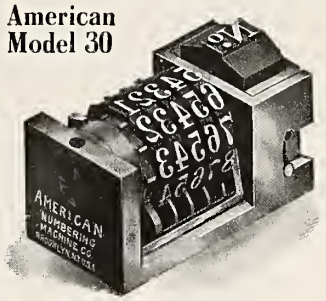
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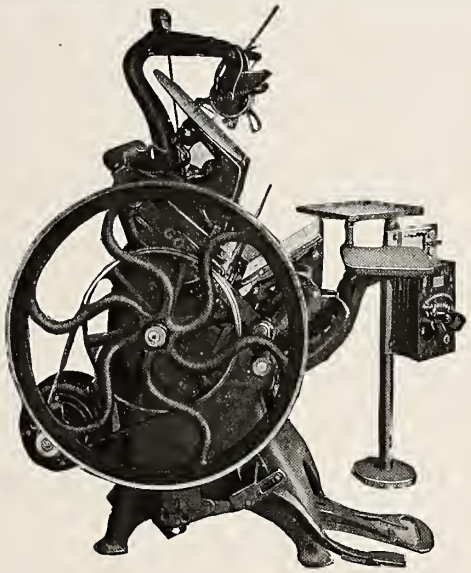
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American Model 30



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Impression of Figures



Job Press driven by Form L Motor

Increased efficiency, increased output, ease of control, saving in power, increased light and freedom from dirt and flexibility of arrangement with its consequent economies are some of the results of installing Crocker-Wheeler motors.

Write for our bulletin 127.

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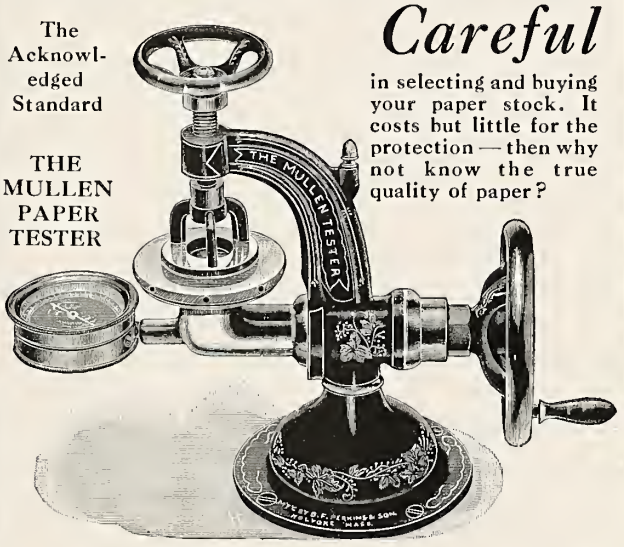
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in selecting and buying your paper stock. It costs but little for the protection—then why not know the true quality of paper?



All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.

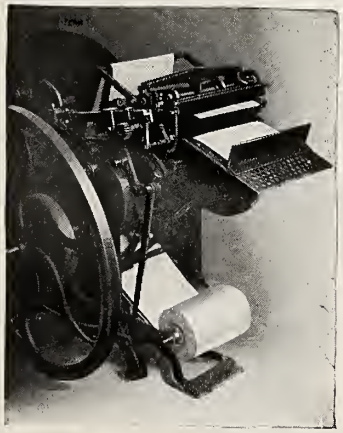
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Bresnan's Automatic Feeder

Is an Attachment for the Gordon Press that converts it into an Automatic SELF-FEEDING Press.

The Attachment is fastened to the feed-board of the press and is operated by a connection to the draw-bar or side-arm of the press.

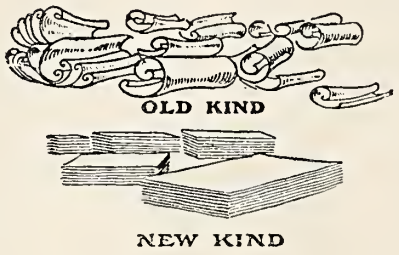
The sheet is fed from the roll underneath, which can be placed in front or rear as convenience requires; passing up through the center of the press it is drawn to the size required and cut off.

The Attachment will fill a long-felt need, and the price is within the reach of any printer.

De Boise Bresnan Co. **23 Park Row, New York**

When You Think of Gummed Paper Do Not Think of the Old "Curly," Cheap Kind

We are the pioneer makers of a thoroughly high-grade, non-curling gummed paper, the kind that is absolutely *printable,* suitable to *all climates,* and to all building temperatures, and can be handled in wet as well as dry weather.



There is no loss in handling such a grade of paper, and there's genuine satisfaction in handling "Quality Non-Curling Gummed Paper." There is a big demand for

GUMMED PAPER PRINTING

and our ideal non-curling gummed paper is suitable for nearly all commercial purposes, but best adapted to specialty printing, such as label work, trading stamps, litho and color register work; in fact, general printing. The printing surface is of the very highest grade and worth the test and investigation of any printer desiring to know of the best. It is made in a great variety of weights and colors.

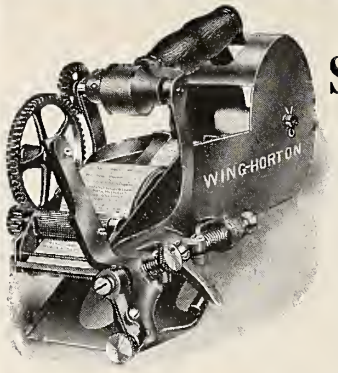
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953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

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A Half-Tone Cut

underlaid so that it prints level under a light impression, needs no other make-ready than the

Mechanical Chalk Relief Overlay

For shopright-to-manufacture-charge, samples, etc., address:

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Is Yours a Small Country Printing Office?

THEN you will be interested in the August issue of THE PRINTING ART, which contains an exhibit of the work of a Massachusetts printer, located in a town of a few hundred people.

Among many other helpful and valuable things in this issue, you will find an article, "How Printers Have Built Business," which may aid you to greatly increase your profits.

Send 30 cents to-day for a copy of this issue of THE PRINTING ART—the handsomest printing trade journal published.

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THE PRINTING ART

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Printer McKeown's Story

Read this Vivid, Straight-from-the-Heart Letter from One of Indiana's Most Progressive Printers

THE AUTOPRESS CO., New York, July 25, 1912.

One day there appeared in the mail a little booklet, your first piece of literature that ever reached our office. I was struck with the appearance of the machine. It looked like a real press—different, powerful, fast. It seemed to whisper success. I resolved to go to Chicago and buy that press IF—I had to fight this if. I didn't want this IF to interfere with my plans. It didn't. I sneaked into Chicago. Your office did not know it. I had been previously directed to a firm that had an Autopress. I asked in the office about it; was directed upstairs. The foreman would show it to me in a moment. I asked, "Does she work?" He had a screwdriver and a monkey-wrench, and he said she hadn't been, but if she stayed there another day she would have to work or get out. He took me over to that machine, and when I saw that Gordon Feeder I felt 100 per cent better. He had misunderstood me. They had no Autopress. He directed me over to a shop across from the Illinois Central Station. The operator had no work on it. Said it would not be running that day. Showed me some nice work which he said had been done on it. Was well pleased with it. In fact, they liked it so well that they had bought another. At last I surrendered myself to your office. Then commenced the wild scramble to show me machines in operation. I was taken over to Rosenthal's and the operator was hand-feeding a job of mimeograph stock. He said the feeder wouldn't take it. No apologies were necessary, as you had never claimed the feeder would take such stock. I was then taken over to the largest and at the same time smallest print shop I ever saw. In a room about 12 x 20 was a paper cutter and an Autopress. An entire printery with a tremendous capacity. The press was at work on a full sheet dead finish stock, India tint, brown ink, old electros and half-tones. Stock was seconds. It was a rotten job. The press was all right. She was just singing, but there was no chance to get enthusiastic here. I saw that, with a $10 bill slipped into some operator's hand, it was possible to have had some nice, easy job running and I could have been entertained all day under the most satisfactory conditions. But that was not done, and that fact alone more than any other convinced me that I could believe in your Company. My optimism overcame what other feelings I might have had and I asked Mr. Smith for the contracts. I know that was one machine sold that he hadn't figured on. I was afraid to tell my friends the incidents of that day in Chicago. That was simply an off day. We have been in the printing business for 24 years. There are bum days in our plant. Just this week we had a job on the Gordon that we had to take off and put on the Autopress. There were two type lines, that's all, but we couldn't print it without a lot of "monkey business," so we changed presses easier than making ready on the Gordon.

Receives Autopress Booklet

Disadvantageous Demonstration

Orders Autopress

Proves a Money-Maker

From the time our Autopress was installed it has been a big producer and money-maker. It has made good as I expected it would. It has done better than I ever expected it would. You have done more than you agreed. The machine handles work that you don't claim it will handle. I can't express the good-will I have for your Company in standing behind us. Several times we have inquired of you how to handle certain stock or something we did not know about the machine, and instead of telling us, you have sent your man to show us. We have never had a break in the machine in the 18 months we have run it. You have certainly got one of the best organizations I ever saw. Your guarantee expired on the machine six months ago but you seem to have overlooked that, as you are still taking care of us in the same old way. I want you to know that this is appreciated by us, and we write this letter because we think it is due you. It goes with our best wishes for your success. You have not asked us how we like the press. We tell you the story because it is now time to tell it.

Machine and Company are O. K.

We took up the last Autopress note yesterday. We are glad that we got by this string of notes easier than any other set of notes that we ever had to meet continuously. This was by far the most pretentious thing we ever attempted. It proves our judgment good, better in fact than that of one of our competitors who said the press was no good, too expensive, a freak, an experiment, wouldn't handle fine work, too expensive for cheap work. He said we could not run it longer than two months. We would have to send it back or go "busted." If we had sent it back we believe truly that we would have been broke ere this.

There have been dark days. I remember of one in Chicago, but in Anderson the days have been bright for the last year and a half.

Confidence Justified

We have just completed our largest job, six million. We made several record runs and made money against big competition for the job. Yesterday we finished a run of process plates, three-color, all on the Autopress, even to the pebbling. We have made a good job and by prepaid express we are sending you a bunch.

I couldn't tell you all the good things about the press. It would require a book. Besides you told me first and it would only be repetition.

Cordially yours,

Anderson, Indiana. WILL J. MCKEOWN.

THE AUTOPRESS COMPANY

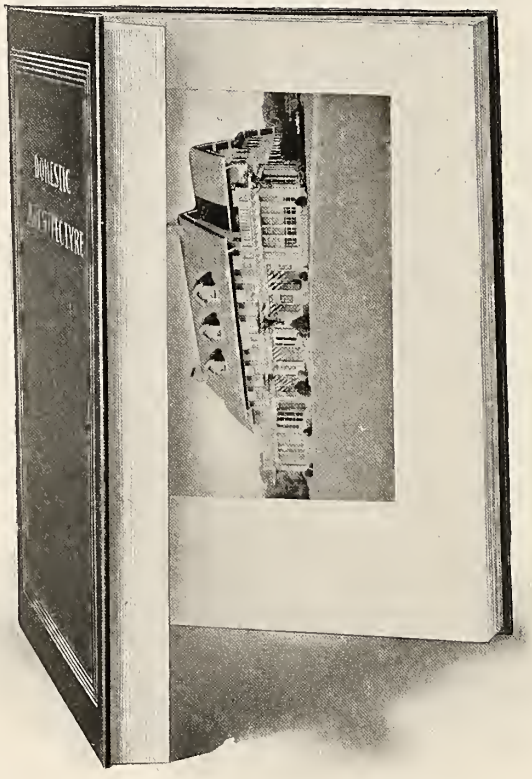
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Was Chosen by the Publisher—

because of its uniform quality, its brilliant white color of coating (which so excellently brings out the true values and details of the half-tones) and its utter freedom from tendency to pick.



A SATISFIED CUSTOMER

is the printer's best asset, and you as a wise printer should urge the use of VELVO-ENAMEL wherever possible. Your pressman is thereby enabled to do justice to his efforts, which means satisfactory output and a pleased customer.

We show above a reproduction of a handsome 184-page volume, containing 90 full-page, 175-line half-tones. *Sample sheets of various weights sent on request.*

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

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Keystone's New Service

SELECTION AND INSTALLATION OF COMPLETE PRINTING PLANTS BY EFFICIENCY EXPERTS

The complete installation, by efficiency experts, of printing plants ready to operate, is something entirely new in type foundry service. Keystone was ***first*** to recognize such a demand by the printing industry and is the ***only foundry*** now meeting it.

Keystone Expert Service treats each individual plant separately. Why? Because the needs of no two are exactly alike, hence the selection and installation of each and every plant must be based upon different requirements.

In fitting-up new, or modernizing your old plant, our experts ascertain what is best suited for ***your needs,*** then lay out and submit their plans and ideas for ***your approval.*** This service does not cost you one cent additional.

Of course a printer can scatter his orders all over the country and make up a plant in the old way, but, unless it is ***selected*** and ***laid out*** with a thorough knowledge of what can be attained from a ***standpoint of efficiency,*** results will be disappointing.

Through our daily contact with printers and printing conditions, all over the country, we ***originate and assimilate new ideas*** that make for efficiency. In selecting and laying out a printing plant, either new or old, we give you the benefit of our experience, and of all the latest ideas in material, furnishings, machinery, and layouts, not overlooking the things which have ***proven so successful and profitable*** elsewhere.

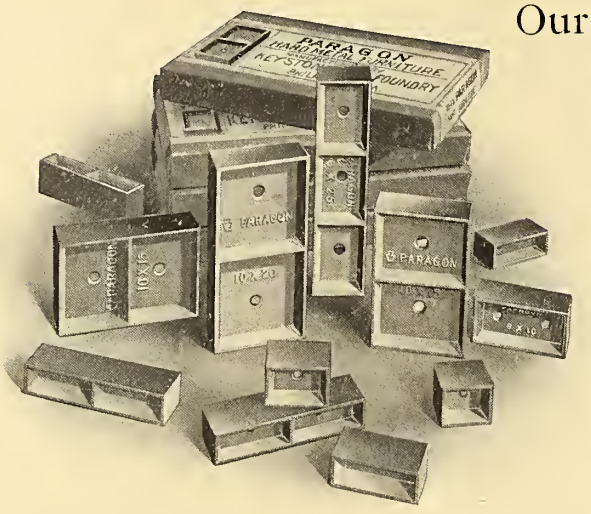
One department of a printing plant, efficiently equipped with modern furnishings and operated under modern methods, will not make the plant successful. It must be ***modernized as a whole*** before the greatest efficiency is obtainable. The Keystone furnishes and installs such plants ***complete.***

When we make up an estimate for a complete plant, every item in that estimate is selected with a view to the highest efficiency in use and when we make the installation ***we assume responsibility*** for that result. Write us for full particulars.

Keystone Type Foundry

Philadelphia New York Chicago Detroit Atlanta San Francisco

Paragon Hard Metal Furniture



Our New Paragon Hard Metal Furniture is almost equal to steel in resistance, to aluminum in lightness and to foundry type in accuracy. It has every advantage of the ordinary labor-saving metal and cast iron furniture without any of the objections to either. Like iron furniture, it will not dent and is not easily bruised. It has drainage holes in all pieces, and cross braces on both sides in pieces 10x10 ems and in all lengths 15 ems and over; these cross braces give it strength and afford easy lifting from forms or case.

Paragon Hard Metal Furniture is not to be confused with certain unsatisfactory light weight furniture heretofore offered printers. It is absolutely reliable and guaranteed to retain its accuracy.

Weighs 50 per cent. Lighter than Ordinary Metal Furniture

PUT UP IN FONTS AS FOLLOWS:

FONT A Contains the same number and sizes of pieces that are contained in a regular 100 pound font of ordinary Metal Furniture. Price **$28.00**

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SCHEME FOR FONT A

8 Pieces, each 10 x 10, 10 x 15, 10 x 20, 10 x 25 ems
8 Pieces, each 8 x 8, 8 x 10, 8 x 15, 8 x 20, 8 x 25 ems
8 Pieces, each 6 x 6, 6 x 8, 6 x 10, 6 x 15, 6 x 20, 6 x 25 ems
8 Pieces, each 5 x 5, 5 x 6, 5 x 8, 5 x 10, 5 x 15, 5 x 20, 5 x 25 ems
8 Pieces, each 4 x 4, 4 x 5, 4 x 6, 4 x 8, 4 x 10, 4 x 15, 4 x 20, 4 x 25 ems
8 Pieces, each 3 x 20, 3 x 25 ems
16 Pieces, each 3 x 4, 3 x 5, 3 x 6, 3 x 8, 3 x 10, 3 x 15 ems
16 Pieces, each 2 x 4, 2 x 5, 2 x 6, 2 x 8, 2 x 10, 2 x 15, 2 x 20, 2 x 25 ems

The complete assortment of all sizes put up and carried in stock in four packages marked 1, 2, 3, 4. Fonts of any size made up by taking multiples of these packages. viz:

Font A contains 32 packages — Font B contains 16 packages
Font C contains 8 packages — Font D contains 4 packages

PRICE OF SORTS

Price per 100 pieces. Smaller Quantities at same rate.

SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE
2 x 4	$2.30	2 x 8	$3.80	10 x 10	$8.25	5 x 20	$ 9.60
3 x 4	2.70	3 x 8	4.20	2 x 15	5.90	6 x 20	10.45
4 x 4	3.20	4 x 8	4.30	3 x 15	6.30	8 x 20	12.75
2 x 5	2.70	5 x 8	4.70	4 x 15	6.70	10 x 20	14.20
3 x 5	3.10	6 x 8	4.90	5 x 15	7.30	2 x 25	9.50
4 x 5	3.30	8 x 8	5.70	6 x 15	8.10	3 x 25	9.90
5 x 5	3.60	2 x 10	4.40	8 x 15	9.75	4 x 25	10.40
2 x 6	3.20	3 x 10	4.80	10 x 15	11.40	5 x 25	12.25
3 x 6	3.30	4 x 10	5.00	2 x 20	7.90	6 x 25	13.20
4 x 6	3.80	5 x 10	5.40	3 x 20	8.15	8 x 25	15.40
5 x 6	3.90	6 x 10	5.70	4 x 20	8.50	10 x 25	19.50
6 x 6	4.40	8 x 10	6.30				

Paragon Hard Metal Furniture is Manufactured Exclusively by

KEYSTONE Type Foundry

Philadelphia
New York
Chicago
Detroit
Atlanta
San Francisco

Portsmouth, Ohio, August 3, 1912

The font of new PARAGON HARD METAL FURNITURE has come to hand. It is the best thing, in our estimation, that has been brought out in this line, and it is our intention to order a quantity just as soon as we receive your list pricing the different sizes.

ESKEW JOB PRINT

SELLING AGENTS: PRINTERS' SUPPLY CO., 306-308 S. Sixth St., Minneapolis | PRINTERS' SUPPLIES, LIMITED . . . 27 Bedford Row, Halifax, Nova Scotia
GEORGE M. STEWART . . 92 McGill St., Montreal, Can. | ANGLO-CANADIAN TYPE & MACHINERY CO., 124 York St., Toronto, Can.
General Foreign Selling Agents: NATIONAL PAPER AND TYPE COMPANY

Set in Keystone's Caslon Lightface and Caslon Bold Condensed

BUCKEYE COVERS

Now More Than Ever Before, Represent *Your Best Opportunity* to *Improve Your Output and Increase Your Income*

(This is page 1 of a 3-page announcement)



¶ Few other mills could make enough cover to supply the demand for Buckeye. None of them could make a stock anywhere near so good at anywhere near the price.

SINCE the recent general advance in paper prices, printers and printing buyers have been giving closer attention to paper values, particularly *cover paper* values. The immediate result has been *a steady increase in the demand for BUCKEYE COVERS.* Already the largest-selling brand in the world, these famous covers are now being called for in such quantities as to tax the present capacity of the Mill, necessitating extensive additions which are already under way.

This growing demand can mean but one thing. It points conclusively to a growing recognition of the quality and adaptability of the Buckeye line, and of the *money-making opportunities* which the combination offers to the progressive printer.

More and more the trade is learning to appreciate the superiority of BUCKEYE COVERS as a printing medium—learning to appreciate it, and learning to take advantage of it. By both their words and their work the masters of the craft are endorsing our product, and justifying as well all of the enthusiastic things we have been moved to say concerning it.

You have only to talk with a few good printers—or examine a representative exhibit of good printing — to be convinced that we are not merely making phrases, but stating facts, when we say BUCKEYE COVERS print better, emboss better, and are adaptable to a wider variety of trade literature requirements than any other covers on the market, regardless of price.

Buckeye Covers are *popular* because they are *profitable.*

We've "proofs" if you want them.

(See next page.)

BUCKEYE COVERS are made in 16 colors, 4 finishes and 4 weights, including DOUBLE THICK. List of dealers on second page following

BUCKEYE COVERS

Are Profitable to Printers, Not Only Because They Are "The Best Covers Advertised," But Also Because They Are *The Best-Advertised Covers*

(This is page 2 of a 3-page announcement)



¶The way to *get* orders is to submit *ideas* instead of *prices*. The way to make the orders profitable is to use Buckeye Covers.

OUR advertising is profitable — but not to ourselves alone. It also pays *you*.

Among *buyers* of printing, as well as among *producers* of printing, BUCKEYE COVERS are the recognized *standard* — the one stock that always commands consideration in connection with the specifications for any catalogue, booklet, folder, or advertising piece of whatever sort that is to be "economically effective."

To bring about this result we have spent money unstintedly in the past, and we are planning to spend it still more liberally in the future, telling the merchants and manufacturers and other business men of the country — telling them and showing them, for your benefit as well as ours — just why and how they can save money or get better printing by using BUCKEYE COVERS.

In SYSTEM and PRINTERS' INK alone — the one a business publication of world-wide circulation, the other a paper read by practically all advertising managers — we are running two-, three- and four-page announcements this month, to be followed by pages and double-pages throughout the year. We are also mailing circulars direct to printing buyers, and sending out "Traveling Demonstrations" (described below) to firms who answer our advertisements. Thousands of these "demonstrations" have already been distributed in this way.

This great campaign of education — the greatest ever undertaken by any Paper Mill — means that in most cases when you suggest BUCKEYE COVERS to a customer, you are suggesting something which he already knows, and knows favorably — something already associated in his mind with high quality and moderate price. The suggestion therefore carries its own assurance that your purpose is to give him the best possible value for his money.

Such a suggestion also guarantees *you* the maximum of profit on the job, even where the customer knows the price of BUCKEYE COVERS. Most advertisers buy and pay for *effects* rather than *materials*, and in using BUCKEYE COVERS you get the maximum effect with the minimum expenditure for inks and labor.

For conclusive "proofs" get the Buckeye "Traveling Demonstration" sent free by express if requested on business letter-head.

(See next page.)

BUCKEYE COVERS are made in 16 colors, 4 finishes and 4 weights, including DOUBLE THICK. List of dealers on following page

BUCKEYE COVERS

Are Stocked and Featured by the Forty-Six Most Prominent Paper Dealers in Thirty-Nine American and Foreign Cities

(This is page 3 of a 3-page announcement)



THE number and character of the dealers who handle BUCKEYE COVERS, together with the fact that nearly all of these dealers *sell more BUCKEYE COVERS than any other kind*, is an impressive and unanswerable tribute to the character and reputation of the stock.

It is also your assurance of prompt deliveries on all orders from the smallest to the largest. You do not have to wait for BUCKEYE COVERS. These dealers carry them in quantities commensurate with the demand:

BALTIMORE	Dobler & Mudge.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co.
	J. W. Butler Paper Co.
CINCINNATI	The Chatfield & Woods Co.
	The Diem & Wing Paper Co.
	The Whitaker Paper Co.
	The Cin'tl Cordage & Pa. Co.
CLEVELAND	The Union Paper & Twine Co.
	The Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DAYTON, OHIO	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	The Carpenter Paper Co.
DENVER	The Peters Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co.
	Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
MEMPHIS	Tayloe Paper Co.
MIDDLETOWN, O.	The Sabin-Robbins Paper Co.
MILWAUKEE	The E. A. Bouer Co.
	Standard Paper Co.
MINNEAPOLIS	McClellan Paper Co.
MONTREAL	Howard Smith Paper Co., Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND, CAL.	Zellerbach Paper Co.
OMAHA	The Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co.
	The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	Richmond Paper Co.
SPOKANE	John W. Graham Paper Co.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyr & Sons, London, England

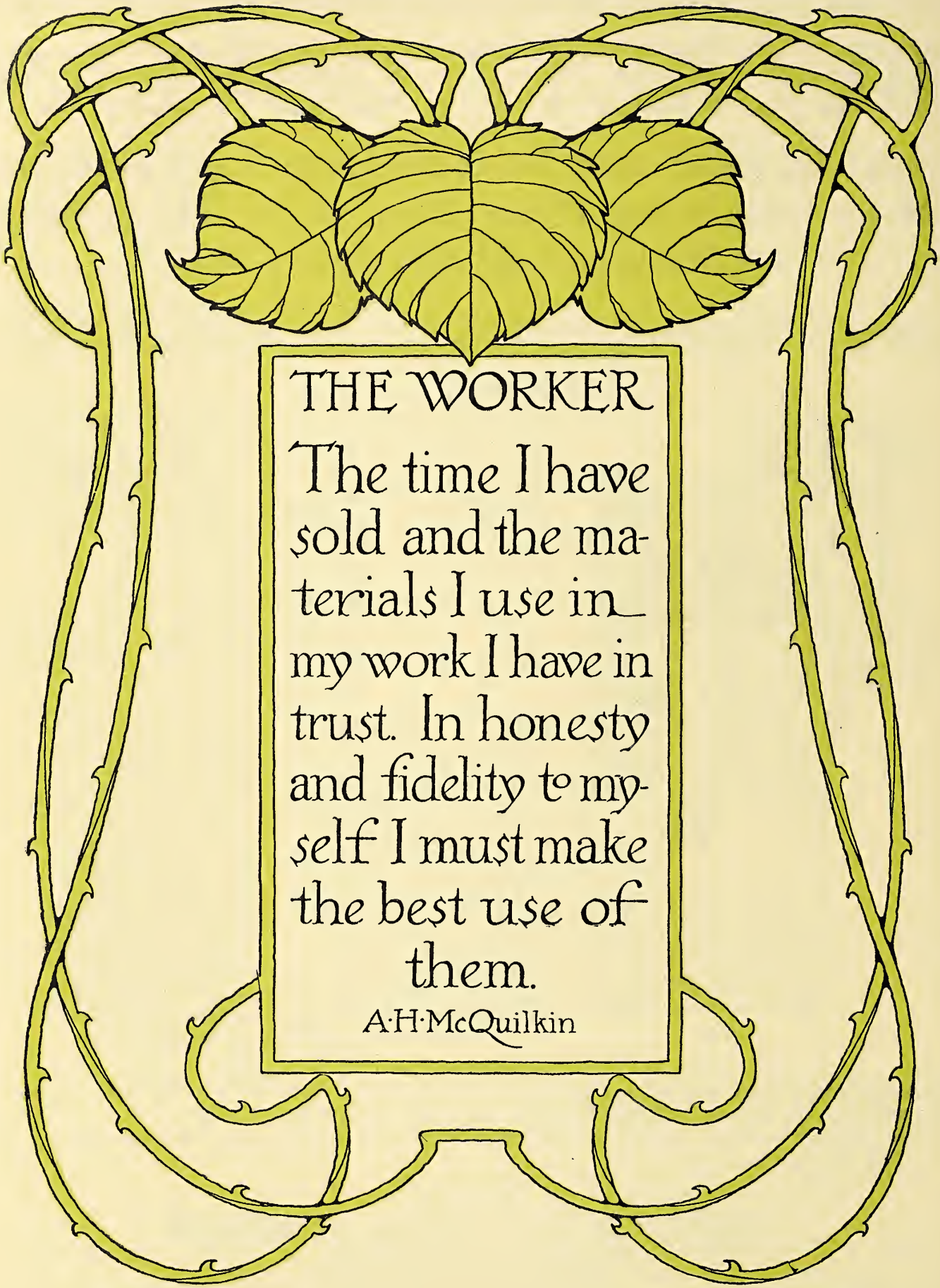
¶ If you are not getting the Buckeye Announcements, send us your name and let us add it to our mailing list.

Buckeye Sample-book No. 1 shows printed samples of SINGLE THICK BUCKEYE COVERS in 16 colors.
Sample-book No. 2 shows DOUBLE THICK and RIPPLE FINISH in 11 colors.
Either book or both may be had on application to nearest jobber, or will be sent direct from Mill on request.

Department B

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

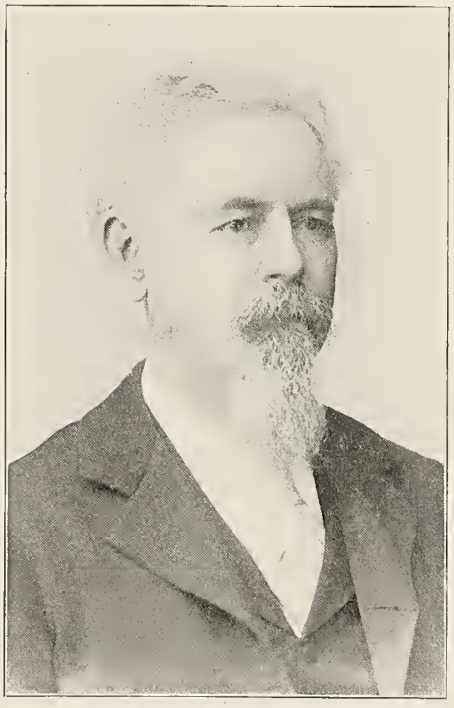
TERMS: United States and Canada, $3.00 a year, in advance. Foreign, $3.85 a year.

Vol. XLIX SEPTEMBER, 1912 No. 6

The Oldest Job Printing Office in New York

By C. A. Hartman

SIXTY-ONE years ago, four boys who had learned the printing trade in the town of Newburgh, New York, left the little village on the Hudson and traveled by steamboat to New York city. One of these lads was Theodore L. De Vinne, who learned to "print" on the Newburgh "Gazette," and who recently celebrated his eighty-fourth birthday anniversary. The other three were John K. Baldwin, E. Depew Slater and Robert W. Macgowan. These three boys learned their trade on the "Highland Courier," of Newburgh. All four of them, boys no longer, are still in New York city; they are all employing printers, prosperous, well thought of, and men of more than city-wide repute.



ROBERT W. MACGOWAN
Aged 79 Years, Proprietor of the Oldest Printing-office in New York City

Robert W. Macgowan, with whom this sketch deals particularly, is now seventy-nine years of age. He has handled the printing of the "Scientific American" almost constantly since 1855, and in the development of this publication many new fields were opened, and many new inventions were brought out that have proved of incalculable value to the trade at large.

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

The firm of Macgowan & Slipper, 30 Beekman street, of which Mr. Macgowan is the surviving partner, is well known throughout New York, not only as one of the oldest firms in the East, but it is also notable for the long list of its employees who have become veterans in this one "shop." Colonel Joseph A. Slipper, the former junior member of the firm, died in 1882. William H. Albright, the former superintendent, who died four years ago, had served the firm well for fifty-one years.

Fourteen printers show a total of 489 years of service in this establishment — an average of almost thirty-five years per man. Of these fourteen men, two have been with the firm since 1865, a service of forty-seven years each, and two since 1885, a service of twenty-seven years each, the others having been employed since 1871, 1872, 1873, 1876, 1877, 1878, 1882, 1883 and 1884, respectively. Walter Green, a proofreader, has been with the firm for thirty years, and this is considered remarkable, for some printing-offices have thirty readers come and go in one year.

Mr. Macgowan, in speaking of the "Scientific American," said:

"I first printed the 'Scientific American' in 1855, while in the employ of William L. Burroughs, at 133 Fulton street, New York. The paper — eight pages, 23 by 33 sheet — was printed on the Adams book press. The paper was soon enlarged to sixteen pages, 28 by 40 sheet. Not having large enough presses, it went to others. Munn & Co. insisted that I should make arrangements to do the printing. At that time I was superintendent of Gray's Printing House. I had two presses built by A. B. Taylor, and took the printing again. After some years the paper was again enlarged to sixteen pages, 33 by 46 sheet. I had two presses built by Andrew Campbell to do the work.

"All paper at that time was made in quires of twenty-four sheets, twenty quires to the ream. I had the 'Scientific American' paper made five hundred sheets to the ream, flat. That gave Munn & Co. four reams out of one hundred free. When in quires, the waste had been about three per cent in opening the paper; this was eliminated. At that time all paper was printed wet. There was no wiring machine, and I invented the pasting machine, which changed the whole method of newspaper printing. I then introduced printing the 'Scientific American' on dry paper — the first paper to be thus printed. The old drum press was too slow, and I invented the two-revolution press with register rack. The presses were built by R. Hoe & Co.

"When half-tones came out, I found the presses were not strong

enough, and had Hoe & Co. build them much stronger. I now had seven presses built specially for the 'Scientific American.' The folding and mailing were done so unsatisfactorily that Munn & Co. requested me to put in machinery and said that they would furnish the money. I bought folding and cutting machines, and have printed, folded and mailed the paper since.

"When Munn & Co. commenced to get out extra numbers, I found it impossible to get binders to do them for me, as the numbers came out at irregular intervals. I put in folders and cutting machines, wiring machines and everything to do the work. All the machines were used for the 'Scientific American' only.

"After consultation with Doctors Agnew, Knapp and Webster, three of the greatest oculists in the world, it was decided that brevier type was the smallest that could be used for general reading; that is, a full, round brevier face, not a small face on a brevier body. All type to be printed on dry paper should have broad hair-lines. The type used on the 'Scientific American' and supplement in 1897 is the type that should be used. The heavier hair-line was decided upon after consulting with T. L. De Vinne and others."

Mr. Macgowan relates many interesting anecdotes of the early days of the craft in New York city. One of these is worth repeating here: "In 1852 we had one of the early cylinder presses; it was driven by hand-power, an Irishman on one side of the crank and a Negro on the other, and after working about an hour, every morning, they would begin to pass compliments to and fro. As the argument became more earnest and the ire of the two men mounted higher and higher, faster and faster that old press would turn, until we managed to get a pretty fair product out of the machine."

This concern has never fought or antagonized the unions. Mr. Macgowan stated that he realized that the trades unions had come to stay; that they were for the best interests of the men, and he was always among the first to cooperate with his employees in any plan that promised the betterment of conditions affecting workers in his own trade.

The Old and the New

The good old days, now glorified by time,
Looked back on good old days as days sublime.
Our days shall be the good old days some score years hence,
And thus Old Time to youth makes recompense.

A. H. McQuilkin

Exhibitions of Printing Machinery and Supplies

By A. Printer

NOW that the employing printers are gradually appreciating the value of unity, it is time that the machinery men and supply men should take independent action among themselves regarding exhibitions. Instead of each manufacturer or dealer arranging to have an exhibit at the time of the printers' conventions, the supply men's organization should arrange for an exhibit in a suitable building apart from the printers' convention building. Divided attention is a bad thing. A printer who is struggling with the problems of constructive statesmanship is in no mental condition to consider the merits of materials or machinery. By a separation of the material and the speculative the supply man will benefit and the printer also. The printers' convention and the supply men's fair will make such a dual attraction that men will come to one that would not come to the other, and men will come to the other that would not come to the one.

Now, if, in addition to the attraction of the United Typothetæ Convention in September, the supply men had organized for a great fair and exhibit, it would have been wonderfully attractive. Of course, the independent exhibits have been and are vastly interesting, but they are taken as a matter of course.

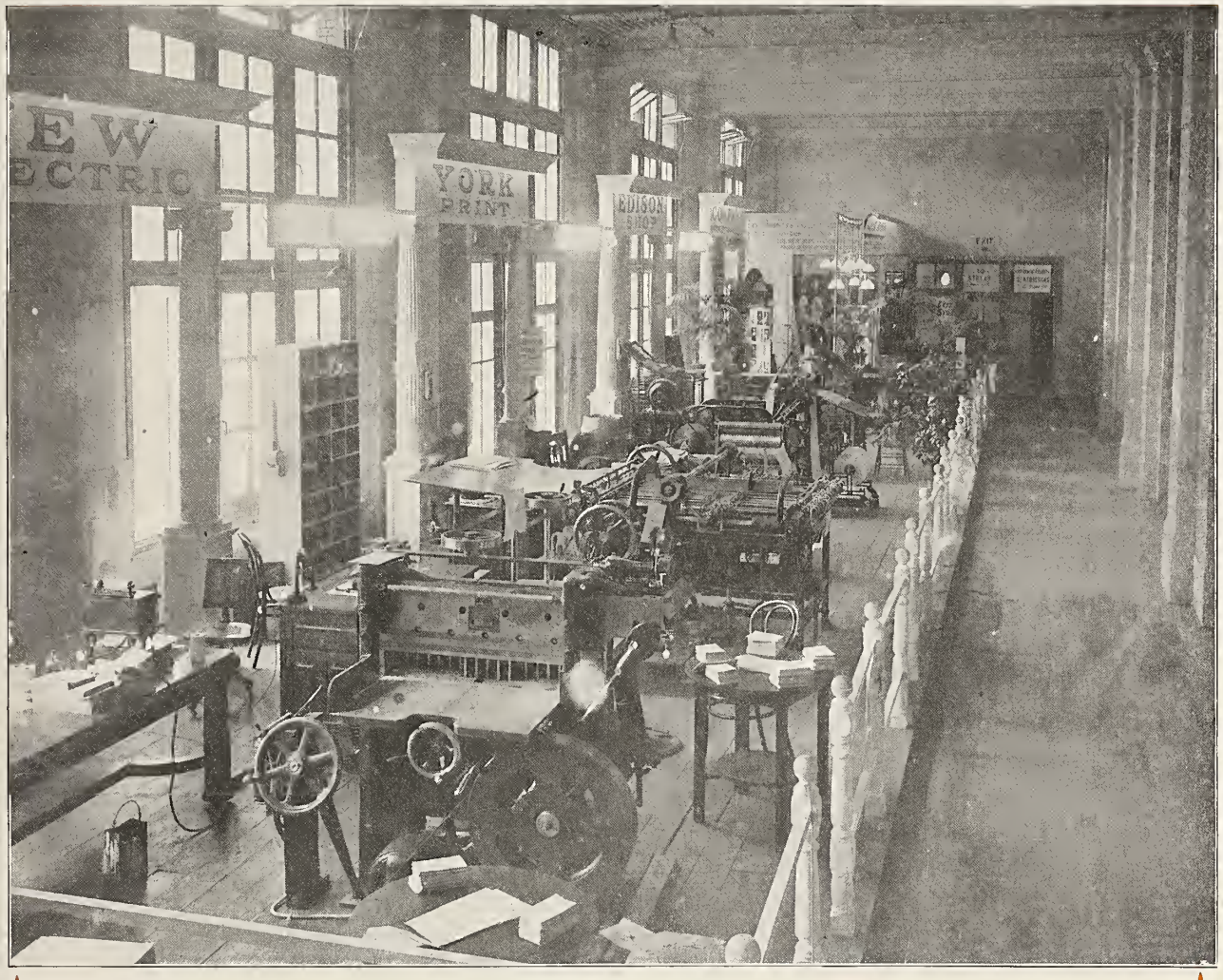
For the purposes of comparison, we will describe the Electrical Exposition held in New York last fall.

Electricity to-day plays such an important part in the printing industry that a considerable portion of the Electrical Exposition of 1911 was devoted to the art and its closely allied interests. The exposition was held in the New Grand Central Palace, New York city, from October 11 to 21, and was, undoubtedly, one of the greatest educational factors of modern times.

The building in which the exposition was held was the most brilliantly lighted in the world during those ten days. Lights aggregating one hundred thousand candle-power were used to illuminate the three floors devoted to the "show." No single building at any national or international exposition has ever been lighted with such great candle-power. More than five thousand lamps of the most improved type were in use, and the mystery of it was that about half the lights creating this magnificent illumination were concealed.

The application of electricity to various lines of industry was demonstrated, several large manufacturing concerns having complete working models of their plants in operation, with experts as lecturers in attendance during the demonstrations.

Of most interest to printers in general was the daily newspaper plant in operation on the main floor of the building. Here were



"WIRELESS" PRINTING-OFFICE AT NEW YORK ELECTRICAL SHOW
Copyright, 1911, by New York Edison Co.

printed four-page afternoon and evening editions of "The Daily Wireless." This progressive and decidedly up-to-date little sheet received its "specials" and "locals" by wireless telegraph, using the wireless service of the New York "World" in connection with the complete wireless station installed at the exposition by the sailors from the electrical school at the New York Navy Yard.

Type was set on a machine run by an electric motor, having also an electrically heated metal-pot. An automatic press printed the sheet from rolls, and a folding machine completed the operation. In the "print-shop" there were also a job press, a wire-stitcher and a paper-cutter, all driven by direct motors of the most approved type. In fact, about the only important parts of this plant that were not electrically driven were the inks.

Besides the general news of the day, which included the latest bulletins from the war between Italy and Turkey, "The Daily Wireless" gave full scores of the world's championship baseball games between the Giants and White Elephants. Daily stock reports were also given, and a bulletin board was maintained upon which were posted early reports.

The use of electric arc lights in the making of negatives for half-tone engravings was demonstrated, the actual work being carried on. Expert engravers were working on wax, and other artists were showing the methods of retouching photographs with electrical appliances.

The entire process of making and printing envelopes was shown, from the first cutting of the rough stock to the gumming and folding of the envelope after the corner-card had been printed.

A device shown that is said to be "ninety per cent machine and ten per cent operator" is the calculating machine. The machine appears really to think; it adds, subtracts, multiplies and divides, and, like some school children when "stumped" on a problem, it stops when it makes a mistake and refuses to go further until that mistake is rectified. It does its "stunts" in amounts running into sixteen figures.

Space will not permit a more detailed account of the many electrical devices for factory, office and household use that were on exhibition. There is hardly a trade or profession extant which is not invaded by electricity in some form or other; and when it is considered that all of these devices are shown, can be handled, are explained in detail, and any question concerning them gladly answered — all free of cost — is there any reason why any man should not be well informed? What a field of learning these expositions are!

Aside from the realm of commercially used electricity, it was an education in itself to visit the exhibits maintained by the United States Government. Here one could actually "see things" that heretofore had been only interesting reading. Exhibits from the Army and Navy, the Bureau of Standards, and the Department

of Agriculture were made, showing the part electricity plays in Uncle Sam's business. His soldiers and sailors demonstrated how they transmit messages, the men from the New York Navy Yard having a set of signal lights rigged from a model mast, while the land fighters showed how they construct a field wireless station in sixty-eight seconds, the complete outfit being transported on the back of one mule. The sailors showed how mess is prepared on a battle-ship, a model galley with a background of portholes and formidable looking guns being set up for the purpose.

The Coast Artillery Division of the United States Army prepared a wonderful model showing a system of harbor defense by means of submarine mines and land batteries. In a tank 17 feet long, with two sides of plate glass, and with miniature forts of concrete at both ends, are plainly visible twenty-three tiny submarine mines, while on the water in the tank floats a fully equipped model battle-ship.

The battle-ship is propelled across the tank by means of electricity, and when it comes in contact with one of the submarine mines a very spectacular thing happens. The mine flashes up under the water, the vessel rocks and lists to port, her stacks, masts, hatches and other above-deck equipment collapsing and giving all the appearance of a ship being blown up. All this is contrived through the aid of electric motors.

The long-range guns and mortars in the shore batteries are exact models of the latest type of these powerful weapons of coast defense, and are made to pivot and elevate by means of electric motors, just as the large ones do. This model is the only one of the kind ever exhibited.

The printers' supply houses can enlist so many other interests to bring crowds to their independent exhibit that the individual cost will be lessened and the efficiency of the exhibit vastly increased by cooperation among themselves.

This effort would go a long way toward bringing the supply men together in other ways. The exposition can be made very interesting by enlisting outside enterprises, for each city has industries that have been brought to unusual perfection.

The public could be admitted on paid tickets and a reasonable sum collected in this way. But the plan has many points to commend it. The printing industries as represented by the supply men are big enough and broad enough to swing it if they want to. There is probably no one thing that would do more to bring the supply houses together than this cooperation.

A Printer's Trip Abroad

By C. S. Peterson

Peterson Linotype Company, Chicago

IT was the last week of April, and a cold, snowy day, when — business and creditors tacitly permitting — we left the old and highly respectable city of Boston, on the good ship Canopic, bound for Naples.

The boat was crowded, so much so that the first-cabin passengers had to dine in two instalments. Ordinarily this would not interest me greatly, for life on the rolling wave seems to inspire me with a strong dislike for the dining-room. I simply can not bear the idea of bothering the poor, overworked dining-room stewards, and hence take my meals — when I eat any — on deck. On this occasion my conscience bothered me less than usual, however, and I was able to put away a number of meals — and, what is more, to make them stay put.

I am not an enthusiast as to life on the boundless main, however; about two hours' uninterrupted view of the seascape is about all I care for, and, if particularly urged, I would dispense with an hour and three-quarters of that. Hence it was with a good deal of relief that on the sixth day out I noted the outlines of San Miguel of the Azores through the rain and mist, and with much disgust that I heard the captain explain that it was too rough to land. It should be explained that the harbor at Punta Delgada is an open roadstead, with practically no protection from the sea.

After a while we managed to anchor, however, and with the ship as a breakwater, a lot of Portuguese rowboats came out to take us ashore. A number of these boats turned out to be the lifeboats of the Cunarder Slavonia, wrecked off the harbor about two years ago.

Punta Delgada is a crowded, exceedingly ill-smelling Portuguese town of about twenty thousand people, chiefly noted for raising (in hothouses) large numbers of pineapples, and also for having about the most elastic currency on record. You can get more coin for less real money here than in any place I know of. As several of the party insisted on having a meal ashore, regardless of smell and probable microbes, we hunted up the "Opera House Cafe," a bare room with stone floor—ditto walls—and a few wooden tables topped with oilcloth. Liberal use of the sign language, and the hungry, cadaverous appearance of Doctor Prendergast, one

of the party, finally conveyed to the proprietor the idea that we wanted something to eat. Some fish, cooked in olive oil, appeared, but failed to arouse any enthusiasm. A fairly good lettuce salad, some bread, in huge, round, conical loaves, and a bottle of claret enabled us to piece out a lunch, however, and Doctor Kraft, treasurer of the party, called for the bill. It was 5,000 reis, but plain signs of apoplexy on the part of "Doc" persuaded the proprietor hastily to reduce it to 4,500. Even this looked like walking home; but the owner's son, who understood a little English, came in, and, with his assistance, it was translated into $2.67 in real money. Divided among eighteen people, this was not so likely to curtail our trip, and we brightened up considerably.

We walked around the town afterward, and after viewing it carefully decided that any one offering to present us with it on condition that we live there should be promptly turned down. I found a forlorn little print-shop, with a jobber and a few fonts of type, but so poor and down at the heels that it could not even smell as loudly as the stores around it. To demonstrate that even in the Hawk Islands (for Azores simply means hawks) a man may make money, however, there is a large and well-equipped hospital, built with money left by a Portuguese who came to this out-of-the-way place without a penny and made half a million dollars. He was not a printer, though.

Our next stop, two days later, was in Madeira, one of the most beautiful spots on earth. Funchal and the mountain behind it are most appropriately used on the drop curtain of a theater in Buffalo. Most appropriately, for I have never seen anything that looked more unreal, more theatrical. The small houses in lilac, pale yellow, pale blue and every other gay color, covered with flowers; the blue sea beneath the town and the towering mountain, half-way up which the city climbs, make up a most attractive ensemble. It is a great place for the English, both invalids and tourists, and if we Chicagoans could get there in a day and a half, as the English can, I know two people who would spend their vacations in Madeira. You can have any climate you want in Funchal. Down town by the sea it is tropical, although tempered by the ocean breeze; half-way up the mountain you come into great pine forests, where the sanatoriums and hotels are located, and if you keep on high enough you can get up to real cold weather. An enormous old fort, with the new flag of the Portuguese republic floating proudly over it, dominates the whole city, and adds just the touch of antiquity needed to complete the picture.

The wine that made Madeira famous can be had everywhere, and is good wherever you get it, and superlatively good in most places. Wine sixty years old is almost common, and Madeira one hundred years ago can, I was informed, be had in half a dozen of the old warehouses. We brought considerable of these wines away with us. Not that we carried bottles or jugs along, but we had it, nevertheless.

In the evening we bade a regretful farewell to Madeira, and another day and a half saw half of our passengers carefully scrutinizing the rock of Gibraltar to see where a well-known insurance company had its celebrated advertisement. I am in position to state that this well-worn joke has its foundation in fact. There is a large number of people who fondly believe that the British Government turns an honest penny by leasing out the front part of the rock. The ship jokesmith explained to the disappointed ones that the English had been offered more money by a Milwaukee brewery, and that the mountain was being done over in preparation for the new sign.

A famous tourist agency worked off the usual game on us, to wit, charging $1 a person for "personally conducted" tours of the town. Coming ashore, the agent promptly hailed as many hacks as he could lay his hands on, handed the driver 50 cents apiece for the tourists, and left them to shift for themselves. All of the drivers knew enough English to ask for tips, however, and some of them enough to demand double fare for taking you one hundred feet outside of the gate. A wretched little Spanish town called La Linea lies asleep in the hot dust a mile and a half from the fortress gate, and most tourists go over to see a real bull ring. A lot of Spanish drivers — who are not allowed to enter Gibraltar, by the way — wait outside the great fortress gate to take you. It is hardly worth while, for the ring is not impressive and the town about the poorest, deadest thing outside an abandoned graveyard. The only good thing about it is that the most impressive view of the Rock is from the road to La Linea. A mile of neutral ground separates the possessions of Spain and Great Britain, with outposts on both sides to watch for smuggling. There are at least two English papers in Gibraltar, with a garrison of five thousand and a civil British population of probably about the same number to draw on for patronage. A hot, dusty place, and, if it were not for the possibility of excursions to Tangier and other surrounding places, an eminently unpleasant place of residence.

(To be continued.)

Where the Ben Franklin Clubs Fall Down

By Everett R. Roeder

THE Ben Franklin clubs are a united effort to benefit the printer. They are mighty good things. The printer who intelligently studies and adopts the results of the scientific methods these clubs have taken to ascertain costs is surely in a better position to make the printing business pay than his neighbor who sticks to the time-honored, but not profit-producing, hit-or-miss way. The printer needs this help — needs it badly, too — for although the printing business is one of the country's ten biggest industries, the individual ratings of its members do not run high as a class. In other words, the printing business, on capital invested and energy expended, is not giving the return that its workers have a right to expect. The chief reason for this undoubtedly is that the true costs have never been found. (This, of course, means the average printer and does not generally apply to the big shops.) A large part of the work is taken at cost and not an inconsiderable part even below cost. This means that a large part of the legitimate profit must go to cover losses that never should have existed. Now, the Ben Franklin clubs are trying to point out these facts to the printers and have shown them how to arrive at true costs and fair selling prices.

An association with these purposes is bound to accomplish good. But the work is a big undertaking, and the largest measure of success can not be obtained unless a certain factor (usually forgotten, generally ignored and sometimes snubbed) is considered. That factor is the biggest factor of them all. It is the buying public whose money the printer is ultimately dependent upon. Get the man who buys printing into the fight for better conditions, and it will be easy sailing.

And it would be a good deal easier to do this than at first sight it appears. There are many of these clubs that are as secretive concerning the purpose of their existence as the most esoteric fraternal organization. The buyer knows of the existence of these clubs, knows they exist for the regulation of prices in some way — and knows no more. This condition, instead of soliciting outside support, tends to create antagonism. For it is a human trait to be on the defensive against secret pacts of any kind. We all like to deal with our fellows in the open. The more we know about the other man and his methods (provided, of course, the

man and the methods are all right) the more inclined we are to give him our business. Why, then, have the Ben Franklin clubs run head foremost into this twenty-century-old human trait?

The man who fights in the open has the public with him. Even the trusts, the monopolies, after having tried all other ways, have opened their doors so that the public can see what is going on inside. The electric-light companies, dealing out a modern necessity in a field where no competition exists, ask their patrons for complaints and buy space on the billboards, in the street cars and in the newspapers to tell about their service and to explain their rates and charges. The gas companies and the telephone companies do the same thing; and even some street-car companies have taken large space to announce a change in routing and like conditions. These examples mark a salient feature of modern commercial warfare. No industry can wage a winning fight unless the public is in sympathy. Why, even the big public-service corporations, drawing their revenue from uncontested fields, recognize this. And the printers can not afford to ignore it!

Open the doors of your Ben Franklin clubs. Let the public know the real purposes. Tell the man you want to do business with that it is a business organization to put the printing industry on a sound business basis — that its purpose is not alone to help the printer, but to benefit the consumer by establishing a scale of prices that will yield only a legitimate rate of profit — a system that will prevent and do away with exorbitant charges. Surely an organization like this would meet with the approval of every one. The business man of to-day is keen enough to know that he can expect satisfactory results only when he is paying a fair profit for them. Work done without just returns is heartless, slipshod work; and the public knows it is the most expensive work it possibly can buy.

Let the public know that the Ben Franklin printer is a good man to be acquainted with. And don't take chances on the public finding all this out. Let it be known. Make it a duty of the club to see that the men who buy printing do know it. And for this purpose use the very commodity in which you deal — printing. Every other business in the country has found it profitable to use printed matter to boost its interests. Why not the printers? They can if they will. Good, whole-souled publicity can make the Ben Franklin clubs the biggest blessing that ever befell the printing industry. And it will do the little printer just as much good as the great big fellow.

The Ben Franklin clubs can succeed in a way without publicity; but without it they can never reap the full measure of success that is due them. There is no neutral ground for the public. It is pulling either one way or the other. The man with the public pulling with him is a good deal nearer the goal than the man pushing against the public.

A Simple Paper-Stock Record

By R. O. Vandercook

BE careful not to install cumbersome systems of accounting. Some bookkeeping systems are like some alleged automatic machines. It takes more labor to work them and get practical good out of them than they are worth. Unless a proposed new system of accounting will save time, which is money, and make for accuracy, which saves money, do not consider it. A machine or a system must be adapted to the conditions in the shop. A machine or a system that is a time-saver and a money-maker in one shop may be a misfit and a failure in another shop.

I believe in many shops a simple system of paper-stock accounting will be found practicable. It will save time, if the man who makes out the job tickets and estimates has handy on his desk a record of the paper stock on hand, together with its cost per pound, from whom purchased, freight charges, etc.

At the same time the kind of stock to be used is entered on the job ticket, and the amount taken is entered in the desk record. It will be found to be a front-office check on spoilage in the pressroom, on general waste and sometimes even on theft. Any printing-office large enough to require a paper-stock record is well enough equipped to print its own stock-record forms in a way best suited to its particular requirements.

Use a loose-leaf ledger or card system. Index according to the brand of stock mostly used, and have a miscellaneous section.

In many offices the following classifications might be made:

Print papers,	Flats,	Cover papers,
S. & C.,	Bonds,	Envelopes,
S. & S. C.,	Cardboards,	Miscellaneous.
Enameled,		

In large cities, where free deliveries are made from the paper-houses, it is not necessary to carry large stocks, but it often pays

the metropolitan printer to buy direct from the mill standard ready-sellers, and save the wholesale paper-houses' charges for delivery, storage, accounting, etc. Where the printer has to pay freight or express charges on every delivery of paper, it is always advisable to stock up with the staples and have large shipments come economically by freight. The amount saved in freight, handling and lower price will more than pay big interest on the money, and the item of lost time waiting for stock, in some instances, may be worth more than the stock.

To illustrate a simple method of paper-stock accounting: Your loose leaf or card will be printed something like this on the debit side for the amount purchased:

Index_____ Section_____ Page_____

Kind _____ Size _____ Weight_____

Date	Bought from	Reams	Sheets	Price per lb.	Freight	Remarks

On the credit side for the amounts sold:

Date	Job No.	Customer	Reams	Sheets	Remarks

If cards are used, one side may be for debits and the other for credits, making the card smaller and easier handled.

You receive an invoice from your dealer for stock that you keep on hand for miscellaneous work. Say it reads—

10 reams print 24 x 36, 30 lb.
5 reams S. & C. 32 x 44, 60 lb. white.
10 reams S. & S. C. 24 x 36, 50 lb. tone.
500 sheets 3 ply Acme cardboard.
25 M-XX No. 6¾ Banner envelopes.
10 M-XX No. 10 Banner envelopes.

Immediately after checking up and storing the stock you enter on the debit side in your stock ledger each of these items on a separate sheet.

Each kind, size and weight of stock must be kept on a separate sheet.

It takes but a moment's time to enter up a stock-ledger sheet or card and place it in its proper classification, and when a customer comes to order a job you do not have to get up from your desk, call up or go yourself to the stockroom to refresh your memory to see if you have enough of the stock on hand, or look up

bill files for the cost and freight. You will, of course, prorate the total of freight on the whole invoice to the individual items.

It is also an easy matter to keep a record of useful remnants and cut stock which are always bound to accumulate. The remnant record should be posted at the same time the full-sized stock is ordered cut.

If you want your customer to get full count, you must always add a few sheets to the amount ordered cut for make-ready and spoilage. The per cent extra will vary according to the nature of the work and the care of the workers.

It is a good deal the best for you not to attempt to keep a stock record, "unless you keep it."

Unless you consider it just as important to enter the stock called for on the stock ledger as it is on the job ticket, do not start the stock ledger. Unless you consider it just as important to enter the stock received in the stock ledger as to place it in your stockroom, do not start the stock ledger.

If you haven't the stock on hand, enter the amount required on the sale side of stock record. When the stock comes in, enter the invoice on the purchase side of the record.

If your record is not complete and accurate it will be of little value to you. With the stock record accurately kept, you can tell just how much of any kind you have consumed during a given period, which may be a valuable guide in future purchases.

An intellectual giant with a memory strong enough and a calculating mind active enough might be able to dispense with bookkeeping in business, but those rare abilities had better not be wasted on petty details of commercial bookkeeping, when an ordinary bookkeeper with the aid of a good system of books can do as satisfactory work as the intellectual giant without a bookkeeping system. The giant could make more as a dime museum freak or in countless other ways.

Do not tax your mind with petty details that system can care for. Save your time and abilities for the main propositions of your business. Use system wherever it will save a tax on your memory and give you in easily "get-at-able" form accurate information as to details.

The Working Mind

The mind that dwells on every trifling care
Destroys its power to balance and compare.

A. H. McQuilkin



JOAQUIN MILLER

Photograph by Maj. Lee Moorhouse

Editorial

AS MIGHT be expected, the speeches of the eminent newspaper men at the conference arranged by the University of Wisconsin declare the newspapers to be void of mendacity. They are as pure as baking-powder, now that Doctor Wiley is gone.

ENCOURAGEMENT should be given to the movement for mutual accident-liability insurance. Through the payment of premiums to the old-line companies, employing printers have been unconsciously aiding in a conspiracy against their own employees. The mutual plan will insure a reasonable premium rate and at the same time enable employers to be just in the treatment of their workmen in the settlement of injury claims.

AS A special feature along conference lines, the question of truth in advertising should be given attention. Uncle Sam's testimony should be of value. He has discharged the writers of the alluring literature for "Men Wanted in the Army and Navy." The realization of the difference between what they were promised and what they received has caused so many desertions among the rookies that Uncle Sam finds the residue is not worth the advertising.

WHEN we say "the intelligent printer," it is assumed that there are other kinds. Some day the word "printer" may be accepted as synonymous with "intelligence." But this will not begin even to ripen into a possibility until printing-offices everywhere are distinguished for their cleanliness. The filthy condition of some printeries — absolutely without excuse — would indicate that the first distinguishing characteristic of intelligence is sadly lacking in some of our craftsmen.

LOST time in pressrooms is one of the big printing-house problems over which efficiency experts are worrying. Herbert L. Baker, of New York, at the recent Ben Franklin convention at Cleveland, pointed out the necessity of doing something to overcome this waste. While ordinary care and good management should eliminate the glaring cases of inefficiency recited by Mr. Baker, the pressroom is a department in which unlimited opportunity is presented for the working out of economic methods. Efficiency experts have here a good field in which to labor.

Management a Profession.

The successful management of a printing plant should be called a profession, not a trade. Printing is rightly as much of a profession as law. The modern printing-office manager should consider himself an attorney before the bar of public opinion. A customer engages him to present his goods or business to the public. It is up to the printer — or it should be — to see to it that his client has his case presented to the people in a way that will bring a favorable verdict. Who should know better than the printer the most effective dress in which to present the argument, or even the best wording of the argument, commonly called catalogue or circular?

Printers who are alive to their own possibilities have the best opportunity to become proficient in all the arts of printed publicity. The printers who have become "professional" are those in business to-day who hold their clients regardless of price competition.

The art of printing and the art of advertising go hand in hand, and the printer who is the master of both is the professional printer who can ask and receive fees for his services.

The One-organization Problem.

This is the month in which we shall see the second attempt at fusing the organizations of employing printers into one association. So far as we can see, the one great obstacle is prejudice against the Typothetæ. There is no mistaking that the proper designation of the obstructive element is prejudice, for those who stand in the pathway say this is what moves or controls them. We admit that there is ground for feeling against the Typothetæ, for in common with all other organizations of some activity and age, the Typothetæ has made mistakes and perhaps perpetrated injustice here and there on its way through life. It is not to be expected that the organization

will issue a proclamation cataloguing its errors and publicly don the insignia of contrition.

It would avail nothing if such a policy were pursued. It is, therefore, up to those who admit to being prejudiced to take stock and determine whether they are justified in preventing the consummation of amalgamation because they are prejudiced, and in reflecting on the subject should make sure the "reasons," if any, that seem to justify their opposition are not born of the prejudice they admit.

We take it that one organization is desirable, for only through such a unit can association work be done economically and thoroughly, as many firms will not become interested in such a movement while there is clashing and factionalism among existing associations. It must also be remembered that not a few printing-trade evils are the outcome of lack of a standard, and two organizations are more likely to intensify those evils than to eradicate them, as each will set up its own method.

The Amateur Printer.

Does the amateur printer injure the printing trade? Some printers, including R. T. Porte, think he does, and reprobate the advertising of manufacturers who cater especially to the aspirations of the man who thinks he can "do his own printing." There are a good many successful printers to-day who never learned the trade in the regular way, but developed from amateurs, and so far as our experience goes these men had a better appreciation of costs than the man who jumped into the business from the journeyman's case, or from the pressroom or bindery, and it is reasonable that they should have had a better appreciation of costs, because from the time they began to sell their product they had to buy their material and they had personally to sweat over case and press and meet their small bills. As buyers, makers and sellers, their line of comparison was so narrow that the lesson of profit was difficult to overlook.

They may not have become wise to the question of depreciation perhaps quite so readily, but that lesson certainly was in a way to make itself known before the amateur plant had enlarged to menacing proportions.

The skilled printer or pressman, on the contrary, has been prone to rely almost exclusively on his technical skill, and that skill has given him credit in obtaining type, presses and other materials. He has turned out fine work at ruinous prices and lived off his principal, and the customer's comparison of his work and prices and the work and prices of his competitors has created the "estimate evil." It can not be laid in part at the amateur's door.

The manufacturer selling supplies to amateurs and business men who want to do their own printing are doing a legitimate business. The presses they sell are remarkable value for the money. If their efforts injure the printing trade we would be glad to see it argued out in the light of experience and not of prejudiced surmise. We can name some men who have contributed so much to the printing art, beginning as amateurs, that all the harm that some printers believe has been done to the trade by amateurs pales into insignificance in the light of their achievements. F. W. Goudy, admittedly the most accomplished letter-designer in America, began as an amateur.

The business man or professional man who attempts to do his own printing seldom carries it very far. It is logical to argue that his work with the type and press will give him a better appreciation of the infinite detail that the printing art requires. The Kelsey Press Company, of Meriden, Connecticut, has been in business forty years. The concern is responsible. It caters to amateurs, and sells a remarkably good little press. We believe, all things considered, that the Kelsey Company has done the trade more good than it is credited with. We have never heard a protest about its product. Whatever claim it makes doubtless can be proved if opportunity presents, which is more than can be assumed for the claims of some other manufacturers.

The Trade's Issue in the National Election.

We would like to impress on the mind of printerdom the fact that it has an issue in this year's campaign. In its general aspect it is not a great issue, as compared with the tariff or some other public question, yet vital governmental principles are involved. We have in mind the always present postal-rates issue. The establishment of a parcels post is likely to complicate rather than simplify the situation, as printed matter enjoys a lower pound rate than will prevail if some parcels-post plans are adopted.

At the time this is written it is impossible to say whether the parcels-post rate for printed matter will be or will not be disturbed, or if it will be left open for debate and discussion next year. We do know, however, that second-class rates and the extent to which the department will exercise its powers will be questions for debate next year, and perhaps for some time thereafter.

Barring the appointment of a pronounced postal-service radical, a change in Postmasters-General and a few assistants will not bring the desired

result. To attempt to raise the second-class rates and make finely spun arbitrary rulings that do not effect economies, but at times seriously hamper and always menace publishers, has become a fixed habit with the postal authorities. Our acquaintance with heads of government departments and bureaus is limited, but from first-hand information we infer that an inherent weakness in political governments is that the ephemeral titular head of a department finds himself enmeshed in a network of precedents and practices that have become second nature to subordinates, who are numerous and strongly entrenched by reason of long service. This is true of all popular governments, and it was recently charged in the Canadian Parliament that postoffice departments of several of the leading nations were especial victims of this evil of bureaucracy.

This explains in part why we seem to be running round in circles and getting nowhere with our postal troubles. Another and more important reason is that those interested — the people who vitalize the nation's sixth industry — have looked after their interests in a weak, puny and totally unbusinesslike manner.

By some this is attributed to fear of offending department officials — and may be so.

The principal cause of indifference and apathy is that the printer and the publisher do not know their case, and have little conception of the argument that can be based on it.

Nor is the industry really aware of the importance of being alive to its interests.

We would not pose as an alarmist, but the men best informed on the subject are of one mind — that the industry should wake up. Among the publishers we may mention Wilmer Atkinson, of Philadelphia, who has for years devoted time and money preaching the need of greater vigilance. Among printers there is none with a keener appreciation of trade conditions, or a finer nose for scenting dangers ahead than James L. Regan, of Chicago. He, too, has spent his money freely in endeavoring to arouse a proper sentiment in the trade and effectively to utilize it. Mr. Regan disclaims any altruistic motive in justifying his activity. He avers he does what he has been doing for purely business reasons — he wants to keep his machinery going and his pay-roll booming.

When successful men like Messrs. Atkinson and Regan — one typical of Philadelphia, the other of Chicago — are so much interested, isn't it time the whole trade moved forward?

Now is the time every person connected with the trade — from publisher to janitor — should let congressional candidates know that the sixth industry of the nation wants and intends to get better postal service and lower rates for the lifeblood of commerce — printed matter.

The way to do this is for each individual and organization interested in the industry to demonstrate that printers have ideas on the subject and are watching events at Washington. This is the year to act, for our difficulties are at bottom legislative rather than administrative.

Lynch on Price-cutting.

President James M. Lynch, of the International Typographical Union, gave some wholesome advice to employing printers at the international convention last month, bearing on competition and price-cutting. Replying to an intimation by a delegate that effort should be made to secure cheaper printing for the union, he declared that competition in the printing industry is on a senseless basis — that it seems to be conducted on the plan of getting the work and considering the price afterward. Touching the subject of price-cutting, he said:

"Any one can take a sample of a completed job of printing to another competitive office and quickly obtain a price lower than had been paid for the job in question. This is why so many commercial offices fail. It is also the reason why the wages for our book and job members are not as high as the wages of the newspaper members."

Following up this statement, Mr. Lynch gave some interesting information relative to the position of the International Union as a customer of printing-offices:

"The printing for the International Typographical Union is done in Indianapolis by two offices. These offices were given to understand that the International Typographical Union must have the very best class of printing; that while it was expected that a profit would be made, yet the price must be fair and reasonable. We do not hawk our printing around from one shop to another requesting bids, and in this we try to be consistent. The labor of our members is not sold by bid. We do not ask an employer to bid for our labor this week, and then next week ask for another bid for our labor. We make a scale of prices, and we expect that scale to be paid during the time that it is agreed it shall prevail. The employer can not go from one member to the other and pit each against the other in competition for work and the price at which it shall be performed. Our printing is given out on the same basis. The other international unions located in Indianapolis give out their work on the competitive-bidding basis, and we have just inaugurated a movement which we hope will change this. We can not employ a union carpenter, a union bricklayer or a union

painter at less than the union scale. We can not bid on his work. We believe, therefore, that the other international unions should give out their printing by the same method that our printing is given out — a reasonable price and a fair profit on each job. If the other international unions will follow our example, the practice will spread and the trade unions will be a great factor in placing the commercial-printing industry on the foundation that it should occupy — a fair price for a good job — and there will be resultant benefit to our members in better conditions and better wages."

It should be a source of gratification to printing-office owners that the head of the premier union of the printing trades has taken this firm stand against the "shopping-around" habit, and in favor of a fair profit for the man who owns the plant.

Advertising a National Asset.

One of the things in life that remain an enigma to publishers and advertising men is the tendency of governments to regard advertising as something pernicious that should be discouraged. Some bright mind in Australia devised the idea of charging extra postage on advertising pages, and it met with such approval in the postoffice bureaucracy that our department at Washington now and then proposes a measure based on a similar proposition. In vain do those who are interested tell the department that advertising is the "life-blood of commerce." That seems to be accepted as a figure of speech and nothing more.

Meanwhile these governments are maintaining protective tariffs, consular agencies and all that sort of thing for the purpose of extending trade. Sufferers from the heat of early September hesitate to sit down and figure out the millions and billions of dollars that the American Government has expended for the express purpose of selling our products. Yet it is questionable if all that expenditure is comparable in results to the exchanges that have been made through advertising.

THE INLAND PRINTER is not in the habit of parading its business affairs in editorial garb, but we have before us a letter which strikingly shows the value of advertising. In far-away Christiania there is a firm of printers' supply men known as Hansen & Skotvedt. They are subscribers to THE INLAND PRINTER, and in due course received an intimation from the business department to the effect that their subscription was about to expire. In renewing they took occasion to say several very kindly things about us, and the satisfaction they received through reading the magazine. The concluding paragraph of that letter, however, has something generally interesting. It shows the power of advertising. Let us quote it in English:

"Three years ago (before taking your paper) we did not buy a cent's worth of American machinery, but during the last year we have imported more than $30,000 worth from different American firms who have advertised their goods in your columns."

It is pleasing to know that we have been of such excellent service to a subscriber in Norway and to our advertisers at home, but that is not the reason why we exploit the paragraph. Under the postoffice regulations we are not permitted to advertise paper in the most effective way, but we do think that if we were we would be able to sell American papers abroad just as we have been able to sell through one firm $30,000 worth of other printers' supplies.

Now, why does the Government maintain American manufactures abroad, and at the same time prevent us from getting our humble share in the paper field? The only apparent reason is that in doing so we would be running counter to the deductions and subdeductions of some sprig of a lawyer who bases his rulings on the attenuated refinements of another briefless attorney who makes rulings in order to justify drawing the handsome salaries that Uncle Sam pays some of his servants. If it costs the United States Government appreciably more to distribute our magazine containing a paper advertisement in proper array we might see some substantial reason for the postal department's attitude; but as it does not cost the department any more we feel we are treated unjustly, and from a patriotic standpoint believe the Government is undoing with one hand what it is endeavoring to do with the other.

By the way, we wonder how many of the more or less expensive consulates or other governmental agencies in foreign lands can say that through their activities more than $30,000 worth of goods were sold in as limited a field as the printing industry offers!

Indeed, we are pluming ourselves on being a first-class drummer for Uncle Sam's big works, and we can not help wondering why he does not allow us to carry more samples in our pages so that the excellent wares of the American paper manufacturers — and others, by the way — can be brought to the attention of the printing fraternity of the entire world. We submit this little object-lesson to our friends who are of the opinion that advertisements and successful advertising magazines should be penalized for the work they are doing. From a narrow point of view, it looks to the victims as being unfair and unjust. From a larger point of view of citizenship, it seems to be an unnecessary hampering of American commercial progress.

Apprentice Printers' Technical Club

NO. XXII.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Composition.

Composition, as applied to typesetting, is the act of arranging types into words and lines and spacing the lines out to given measures. It is not difficult to learn, but to become thoroughly proficient in the work one must have considerable practice and experience. The hands and eyes must be trained to work in unison, so that while a type is being placed in the composing-stick the eyes are choosing the next letter to be picked up; and so on — a dexterous, rather mechanical procedure.

The first thing to learn in connection with composition is the lay of the cases, and in this primary step many printers slight a part of their trade. They neglect to memorize the positions of uncommon characters. As a

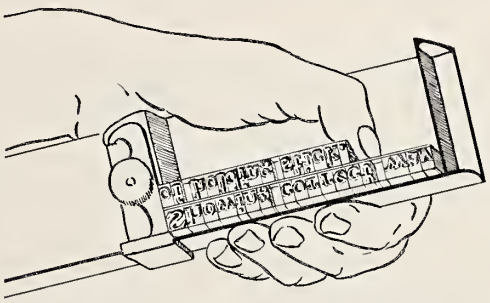


FIG. 106.— Showing the correct way to hold a composing-stick.

result, the boxes containing such characters are often a mass of pi — causing a loss of time in composition.

After memorizing the positions of all the characters so that any one can be pointed to instantly, the apprentice will proceed to set up a few lines of type. Twelve-point (pica) is a good size to begin with, and a plain, legible Roman face should be selected. Assuming that a case of this type has been placed on top of the case-rack or cabinet and that a composing-stick has been set to a certain measure (say eighteen picas), a composing-rule or a plain brass rule of this length is placed in the stick and the apprentice holds the stick in his left hand, as illustrated in Fig. 106. Care should be taken not to grip the stick too tightly, for this will soon tire the hand; and furthermore, a cramped position hinders composition.

At this time it might be well to give attention to the way in which the apprentice should stand before the case-rack. For hygienic reasons, and to minimize fatigue and maximize speed, he should avoid stooping positions, or positions which will necessitate his straining to reach the various type-boxes. If the cases are too high, he should stand on a board or box, adjusting his height so that the front edge of the case is on a level with his elbows.

After these adjustments, if necessary, have been made, the apprentice stands erect in front of the case, and with the thumb and forefinger of his right hand picks out the first letter of the line which he intends to set, placing this letter in the left-hand corner of the stick, with the nicks out, and holding it in place with the thumb of his left hand.

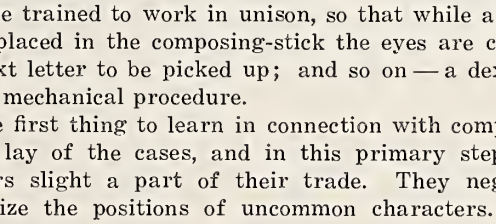


FIG. 107.— Showing how types are placed in the stick and read by the compositor.

During this procedure he should be selecting the next character and noting its position in the box, so that he can pick it up properly and rapidly convey it from the box to the stick without again looking at it. When the first word is complete, an ordinary three-em space is inserted and the apprentice goes on with the next word.

Care should be taken to avoid unnecessary movements. Many bad habits are contracted as the result of trying to be speedy at the outset. The apprentice should remember that speed will almost invariably follow a correct beginning, but can not be acquired to the fullest extent if unnecessary motions are allowed to become habits.

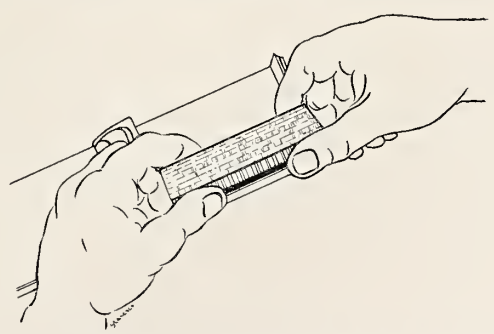


FIG. 108.— Showing how type is lifted from the composing-stick.

Another very important point for apprentices to keep in mind is that of holding the composing-stick close to the boxes from which the right hand is picking out types. Some compositors keep the stick in one position near the bottom of the case and thereby cause a loss of time in bringing the hand down to the stick; whereas by shortening this distance greater speed is obtained.

After each full line has been set, with three-em spaces placed between words, it should be read for typographical errors. Reading " in the metal " is difficult for beginners, the words being upside down, as is shown in Fig. 107. Practice and experience will, however, enable them to read such lines very quickly and accurately.

If any correcting is to be done it should be attended to before a line is spaced out to the measure. The amount of space between words is then increased or diminished, as the case may be, in order that the words will justify properly. In justifying, do not make a line so tight that the last space inserted will have to be pushed down with another space, but justify so that it will just fit snugly. A properly justified line will move easily, but will hold if the stick is turned upside down.

If, when setting type, you find a wrong-font character, do not throw it in the quad box, as so many printers do, but lay it to one side and later on distribute it properly or place it on a galley for distribution.

After one line of type has been set and justified the apprentice should practice " emptying the stick." He will at first have a great deal of difficulty in handling even the one line, but as he has further practice and experience, he will be able to empty a whole stickful without dropping a single character.

The proper way to grasp the type to lift it from the stick is illustrated in Fig. 108. Note that the middle fingers are bent against the ends of the lines. An even pressure is now given to all four sides of the type group, and it is gradually lifted forward and up until free from the stick.

In our next month's lesson the very important question of spacing and leading will be taken up.

The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

First place — F. L. McCarthy, with the Eastwood-Kirchner Company.

Second place — George W. Johnson, with the Williamson-Haffner Company.

Third place — Frank Schmidt, with J. B. Stott & Co.

We reproduce herewith the first-place entry and also show a resetting which, from a typographical standpoint, in our opinion is better than the original design. In this resetting there is perfect harmony of tone between type and rules, and the job seems to " pull together " — filling the panel nicely yet not appearing to be crowded.

Remember the title-page contest for apprentices, announced in THE INLAND PRINTER for August, closes September 16. If you haven't entered, do so at once. It's worth your time and trouble.

The $2.00 Hat Store

Solid comfort in hats Hats that fit well look well and feel well—round heads, fat heads, square heads, bone heads and all other shaped heads fitted with comfort—all hats bear the label—got my share of the trade now and am no hog don't want to corner the trade of Denver, but can stand a little more. :: :: :: ::

John T. Doyle Hat Company
1025 FIFTEENTH STREET

The $2.00 Hat Store

SOLID comfort in hats. Hats that fit well, look well, and feel well. Round heads, fat heads, square heads, bone heads and all other shaped heads fitted with comfort. All hats bear the label. Got my share of the trade now and am no hog. Don't want to corner the trade of Denver, but can stand a little more.

John T. Doyle Hat Company
1025 Fifteenth Street

Prize-winning advertisement, set by F. L. McCarthy, in apprentice contest conducted by Denver (Colo.) Typographical Union. Resetting at the right.

NEW SYSTEM IN PRINTING BANK CHECKS.

The correct printing of bank checks we believe to be one of the matters in which all printers and lithographers should be interested. Ninety per cent of the business of the country is done by checks as against ten per cent by the use of currency. The check, therefore, is the real circulating medium, and as such it ought to have certain features of uniformity, preserving at the same time, if so desired, individual characteristics of the bank on which the check is drawn.

THE FIRST NATIONAL BANK **18-3**

KANSAS CITY, MO., _____ No. _____

Pay to the Order of _____ $ _____

_____ *Dollars*

To CONTINENTAL & COMMERCIAL NATIONAL BANK **2-3** CHICAGO

_____ *Cashier*

TOWANDA STATE BANK **70-1626**

No. _____

TOWANDA, ILLINOIS, _____ 191__

Pay to the Order of _____ $ _____

_____ *Dollars*

STATE NATIONAL BANK **70-105** Or BLOOMINGTON, ILLINOIS, CORN EXCHANGE NAT'L BANK **2-5** CHICAGO, ILLINOIS

_____ *Cashier*

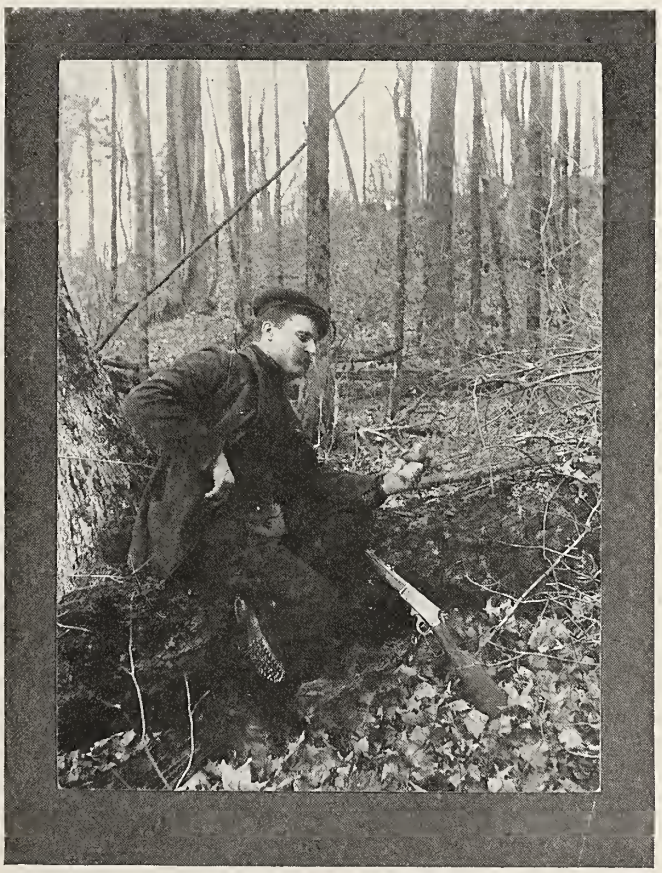
For purposes of convenience in handling and recording the vast volume of checks constantly in transit, certain things should, as far as possible, appear in a fixed position. For example, the amount in figures, the date, the signature, and, if possible, the number of the check, should all appear on the extreme right-hand side of the item. This takes care of all the essential features except the most important, the name of the bank. A plan has been devised whereby this, too, can now be given a more convenient position.

This is accomplished by the Universal Numerical System, recently adopted by the American Bankers' Association. It has long been the custom to use the clearing-house numbers in designating the banks of large cities. This

practice has been extended so that every bank in the United States has been given an individual number. The great value of this system lies in the fact that these numbers are printed on a line with and immediately following the title of the bank, so that no effort of the memory is required in registering the bank by number instead of name. Thus records can be made with the minimum amount of labor and the efficiency of check circulation is visibly increased. Should it become necessary to refer to records made by such number, a key is published giving the name and number of every financial institution in the country.

While the literature in explanation of this system has been very widely distributed, there are many banks who are uncertain as to the requirements. They are willing to cooperate, but do not know what is expected of them. The printers and makers of check books should be alive to the situation and see that all new checks bear the transit number of the bank. The idea being new, many bankers overlook the matter in placing their orders, and many instances can be mentioned where the banks might have been saved considerable later annoyance had the numbers been properly shown when proofs were submitted.

Appreciating the value of the cooperation of the printers, the American Bankers' Association has several times circularized the leading lithographers of the country upon the subject. In order to introduce the use of numbers at an early date, they have secured a limited edition of the key containing all the numbers, which they are sending to the trade upon receipt of the price, 85 cents. The regular cost of this book is $1.50, and part of the expense is being shared by the American Bankers' Association, at 5 Nassau street, New York city, to whom orders should be sent.



Anticipation.
Photograph by R. R. Sallows, Goderich, Canada.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THROUGH the new English copyright act, which became effective July 1, copyright is made automatic and continues until fifty years after the death of the author. The imprint, "Entered at Stationers' Hall," is no longer required.

AT last accounts the strike of the employees of the Miller & Richard typefoundry at Edinburgh was still on. It is said that the men were receiving only 26 shillings ($6.35) per week for work for which London and other English foundries paid 36 shillings ($8.75); also that the girls employed by the concern received but from 2 to 8 shillings (50 cents to $2) per week, which Parish Counsellor Greves, in a talk over the subject, characterized as "scandalous."

THE International Association of Antiquarian Booksellers brought together, out of the stocks of the members, a very fine collection of old books, proclamations, broadsides, etc., in an exhibition held in Stationers' Hall, London, June 26 to 29, which was intended to illustrate the history of printing from Caxton's time down to the present century. There were over twelve hundred books exhibited, as well as a large number of portraits of printers, publishers, booksellers, typefounders, broadside collectors, etc.

GERMANY.

THE authorities of Württemberg had under consideration the establishment of a state printing-office, but came to the conclusion not to start one, whereat the printers of the state are rejoicing.

ACCORDING to *Der Zeitungs-Verlag*, a decline in the sale of mediocre and "blood-and-thunder" literature is noticed in Germany. Whereas the value of the output of such matter reached 60,000,000 marks ($15,000,000) in 1908-09, it fell to 55,000,000 marks ($13,750,000) in 1909-10. It is expected that statistics will show a further decline of ten per cent in 1910-11.

THE normal size of a post-card, according to the German postoffice regulations, is 9 by 14 centimeters, and a rule has been established that a punitory surcharge of 15 pfennigs (3½ cents) must be paid by the recipient of any mailed post-card which overruns this measure more than ½ centimeter in either width or length. Printers are, therefore, warned to be more exact in trimming cards to size.

THE Berlin Chamber of Trade has started a course of instruction for typographers who intend to pass an examination for master printers. The course will consist of thirty lessons, of two hours each. According to German law, until a printer has proven himself a "master" in an examination, for which such a course as this is preparatory, he is not permitted to engage apprentices; nor can he even do this unless the foreman or overseer who has them in charge possesses a certificate showing his competency in the trade.

THERE are still being published in Germany a number of newspapers which had their start in the seventeenth century. These are: *Das Frankfurter Journal*, begun in 1615 as *Die Zeitung; Die Kölnische Zeitung*, begun somewhat later as the *Kaiserliche Oberpostamtszeitung* and changed in 1652 to the *Postamtszeitung*, then to *Sambstägliche Kölnische Zeitung*, in 1763 to *Kaiserliche Römische Reichs-Oberpost-Zeitung*, and finally to its present title; *Die Leipziger Zeitung*, which as early as 1660 appeared six

times a week; *Die Magdeburgische Zeitung*, started at the beginning of the seventeenth century as *Die Wöchentliche Zeitung; Die Jenaische Zeitung*, 1674; *Die Breslauer Zeitung*, 1676, and *Die Augsburger Zeitung*, 1686. There are still running twenty-nine papers which were started in the eighteenth century.

FRANCE.

THE Chamber of Deputies has passed a bill placing a very heavy tax on the billboards and posters which disfigure the scenery in France, especially along railway lines. It is hoped that the tax will prove prohibitory.

AFTER being dead for seventy-three years, *Le Journal des Dames et des Modes* has been revived at Paris, in the same form, same type, same paper, etc., as in the year 5 of the Republic. In its early day it exercised very strong influence on Parisian modes and in feminine circles.

BEGINNING with July 1, the railways and the postoffice department of France introduced the twenty-four-hour day division, according to which all hours after noon will be termed 13 to 24 o'clock, instead of 1 to 12 P.M. This custom has been in vogue a number of years in Belgium, Italy and Spain. It greatly simplifies railway and other time-tables, in doing away with the abbreviations A.M. and P.M., light and heavy face figures and other methods of indicating forenoon and afternoon hours.

A NOVELTY in electrotyping is the use of cobalt instead of nickel or iron for giving printing-plates a greater wear-resisting surface. According to a process recently patented in France, by Messrs. Bernard and Jourdein, the wax mold is first placed in a suitable cobalt solution, and when it has accumulated a sufficient quantity of this metal it is transferred to a copper solution to be coated to the proper thickness with that metal. Cobalt has the merit, it is claimed, of being very ductile and durable, as well as chemically neutral toward colors.

ANOTHER world-language has been invented by a French philologist, which is intended to obviate all study or preparation for its acquirement. The inventor avails himself simply of Arabic numerals and for each language has a grammatic dictionary in two parts, in the first of which are given alphabetically all the words, with their declensions and conjugations, each followed by a special number; in the second part the figures, in numerical order, are followed by the words whose meaning they are to convey. By this method, as its inventor believes, can be instituted an easy, frictionless epistolary intercourse between the people of all nations whose languages are provided with such a word-and-number book.

DENMARK.

EFFECTIVE July 1, a new law provides that all business concerns, printeries as well as others, employing two or more people, must keep a system of accounts. The law is very specific as to what the business record books must show. They must be officially certified every six months. In case of bankruptcy, etc., whoever sequesters or destroys his accounts and records, or falsifies entries and balances may be punished with imprisonment up to the limit of two years.

HUNGARY.

ACCORDING to the *Pesti Naples*, of Budapest, the government has in contemplation the reduction of newspaper postage from 2 to 1 heller (⅖ to ⅕ cent) per copy, to go into effect at the beginning of next year.

IN this country a newspaper publisher is obliged by law to give a bond. A publisher of a political daily at Fiume recently got into a tight box, because the bank that stood for his bond withdrew its backing of him. He had therefore to find another bondsman or suspend his paper. He happened to be a member of the Hungarian Parliament and a practical politician, and, knowing that monthly publications may be issued without the necessity of filing a bond, he hit upon the idea of giving his paper a different name each day, such as *La Bandiera, La Verita, Aquilla Fiumara*, etc., throughout the month, and beginning the next month with the same names, thus publishing apparently a number of monthly papers, and in this cute manner avoiding the bond requirement.

SWITZERLAND.

THE Gutenbergstube (Gutenberg Room), the graphic arts library and museum at Berne, was enriched during 1911 by the acquirement, mostly through donation, of eighty-six early printed books and books dealing with typography. It also received a number of old composing-sticks, of wood, iron and brass, and a set of twenty-one old initials engraved on wood.

THE twenty-ninth annual convention of the Swiss Press Association was held at Lucerne in June. It has at present 403 ordinary and 98 special members, of whom 326 are from the German, 130 from the French and 40 from the Italian-speaking cantons of the country. The year-book of the association for 1912 is an elegantly bound and illustrated volume of 668 octavo pages and gives full information about the 1,519 periodicals published in Switzerland. The association will convene next year in Lausanne.

BELGIUM.

THE two master printers' organizations of Brussels, Le Chambre syndicale des Imprimeurs and Le Syndicat des Maîtres Imprimeurs de Bruxelles et Faubourgs, have been consolidated into one society. The organs of the two societies have also been merged under the title, *Bulletin mensuel des Imprimeurs de Bruxelles*.

AS WAS noted a few months ago in these items, the Musée du Livre at Brussells had to vacate its quarters in the Villa Hermosa upon rather short notice, and temporarily disperse its furniture and its collection of objects pertaining to typography. Happily, however, the government has been generous toward the Musée and has provided for it a new home, located at 46 rue de la Madeleine. To celebrate with a housewarming, the Musée recently instituted an exhibition of artistic bindings from all countries, which proved a most interesting and valuable one. A number of Belgian graphic organizations have their headquarters and meeting-places in the rooms of the Maison or Musée du Livre.

ITALY.

IN recent experiments, under military auspices, undertaken between Milan and Turin, it was demonstrated that writing, pictures and stenographs could be sent by wireless telegraphy, in this instance with success at a distance of 150 kilometers (about one hundred miles). The method, termed radio-iconography, is the invention of a young Turinese, named Francesco di Bernocci.

BOHEMIA.

IN September the Bohemian union of printing-office and typefoundry foremen will celebrate the twenty-fifth year of its existence.

PALESTINE.

THE *Hacheruth (Freedom)*, a triweekly newspaper in the Hebraic language, has been changed into a daily.

CANADA.

THE second annual session of the Canadian Printers' Cost Commission will be held next October 24 and 25, at Montreal, in the Technical School, 70 Sherbrooke street.

Gothic Architecture

A Treatise on the Gothic Style

Printed at
The Franklin Press
in Philadelphia

Cover-page lettered by J. Orville Wood, an I. T. U. student.

THE ART INSTITUTE OF MILWAUKEE

CATALOGUE FOR 1912

Designed and lettered by J. Orville Wood, an I. T. U. student.

CONCERT
BANQUET *and* BALL

GIVEN BY

PILGRIM COMMANDERY

NUMBER NINETEEN

KNIGHTS Ttemplar



CHANDLER'S ORCHESTRA

MUSIC HALL, FARMINGTON, MAINE
THURSDAY EVENING, MARCH NINE
NINETEEN HUNDRED ELEVEN

Baccalaureate Sermon

By Rev. A. D. Smith of Milton, Mass., before the Graduating Class of the New Sharon Standard High School

Sunday, June the Sixteenth, Nineteen Hundred and Twelve in the M. E. Church at Ten Forty Five

Title-pages by Clarence A. Merrill, Farmington, Maine.

The Franklin Journal

A NEWSPAPER FOR THE PEOPLE :: :: :: $1.00 THE YEAR
SPINNEY BLOCK, BROADWAY, FARMINGTON, ME.

UNCOMMON THINGS IN HIGH-GRADE PRINTING

THIS PACKAGE CONTAINS QUALITY PRINTING

FOR _____

_____

_____

Local & Long Distance Telephone :: West 5678



M. Jones, Pres. *B. J. Smith, Sec.* *R. Small, Trea.*

Argus Printing Company

Specialists in Railroad Printing

Local and Coupon Tickets, Street Railroad Tickets
Mileage Books

368 West Filmore Street *Brooklyn, New York*

Franklin County Agricultural Society

C. F. Blanchard, *Pres.* C. F. Smith, *Sec.* G. M. Currier, *Treas.*

Seventy-First Annual Fair · Franklin Park
Farmington · September 27, 28, 29, 1910

Complimentary

Admit _____ *and Lady*

Not Transferable

Typographical designs by Clarence A. Merrill, Farmington, Maine.

THE CRANE DECORATING CO.

PAINTING ∴ PAPER-HANGING
VARNISHING ∴ CALCIMINING
ARTISTIC HOUSE DECORATING

345 CHESTNUT STREET DENVER, COLO.

MILLINERY · SHOES · HATS · JEWELRY · OVERCOATS · FURNISHING GOODS

NEW BOSTON STORE

DRY GOODS · FURNITURE · STOVES · CARPETS · CROCKERY · HARDWARE

All money refunded if goods are not up to the standard. We make a specialty of all our goods.

BROOKLYN

California Color Portrait Company

Photographers

We Do Artistic Work

Washington Street
California

Some letter-head suggestions.

ABANDONING wrong thought habits, we come out from the penalties they impose; seeking righteous thoughts, we bring ourselves under God's law and its reward.

A motto suggestion.—From the *Christian Science Monitor.*

RECEPTION & CONCERT

OF THE NORFOLK SOCIAL CLUB

SATURDAY, NOVEMBER TWELVE

THE MUSIC

WILL BE CONDUCTED BY
J. SMITH, BAND MASTER
OF THE ST. CECIL BAND
OF RICHMOND, VIRGINIA

BEGINNING AT TWO P. M. SHARP

A program cover-page suggestion.



LINTON
PHOTO
STUDIO

We would like to show what we can do for you in the photo-taking line and picture framing. How about having us take some pictures of your family and your house and other things about your place that yourself and the friends want to have a picture? We are ready to give you the best and will make your picture in such a way that those who know you will like.

12 WOELLES STREET
BIRMINGHAM, OHIO

Come and see specimens of our work

Suggestion for a circular.



THE SHOEMAKER.

Photograph by J. B. Fuller, Barron, Wisconsin.

Incompetent printers are sometimes called "shoemakers," yet the trade of shoemaking has a noble line of distinguished sons ranking with the greatest contributors to the world's progress.

Job Composition

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Clarence A. Merrill.

Those aspiring young printers (and not a few older ones) who "could do good work if they had more up-to-date type-faces and ornaments" will find in the work of Clarence A. Merrill ample evidence that large equipment is not the prime requisite in the production of good typography.

The first impression gained from a review of his work is that it is all set in Caslon type. This, however, is not so — Mr. Merrill does occasionally use other type-faces, but his preference for the Caslon letter is so pronounced that his work has become known throughout the country because of this characteristic. This, coupled with the refinement which naturally results from simplicity of treatment in type-designs, has given a distinction to his product.



CLARENCE A. MERRILL.

Merrill is a young man, having been born in Lewiston, Maine, in 1888. The years that he has spent at printing, however, have been years of careful and painstaking study, and the results are manifested in his work. How studious he was is shown in the fact that after having been at work for nearly three years, all of that time being spent in feeding press, he realized that he was not thoroughly learning the trade and knew nothing whatever of composition.

Accordingly, he went to the "boss" with the request that he have a chance to learn to set type.

And the "boss" told him that there was no time to bother with him — that if he ever learned to set type he would be compelled to do it after hours.

So he began to stay in the office evenings and set up imaginary jobs. He would set up a job one night, the "boss" would point out the errors the next day, and at night he would reset the job, making the corrections. He continued this practice from March until August, when he ran a gripper over a form, was "called down," and quit. Going to another office he applied for a vacant position as job compositor, and was employed. Of his first work in the new place he says: "I showed the proprietor some of the jobs that I had set in my night work in the other office and he thought I would do. I really thought I was 'some compositor,' but the first job I tackled dispelled my fond dreams. I was put at work on some straight matter, and when it was set took the proof to the office. When the proof was returned, I thought it was time for me to quit the printing business forever, as the proof was so full of errors."

In view of the three years that he had already spent in the printing business, and the fact that they would be a total loss if he started at something else, he decided to brace up and stick to it, trusting that a careful study of books and trade-papers would pull him through. It was uphill work, however. Using printed examples of the work of others as models, without a thorough understanding of the principles upon which they are designed, is at best very much like groping blindly. Regarding the circumstances which brought this home to him in a forcible manner, he says:

"I well remember, in 1907, looking over THE INLAND PRINTER and seeing an especially attractive business-card by Mr. Gustafson, of Red Wing, Minnesota. This card was the cause of my first grand slam, which, by the way, took some of the conceit out of me. Taking it as a model, I set up a card for the shop, and as I had arrived at the point where I thought I knew it all, I sent it in to a trade-paper for criticism. My feelings were badly hurt upon reading the criticism, for it left nothing of the card except the stock upon which it was printed."

In 1908 Mr. Merrill took a position with the Knowlton & McLeary Company, of Farmington, and with the excep-

tion of a few months spent in Troy, New York, he stayed with them until the first of the present year.

Then it was decided to start a new paper in town, and Merrill was placed in charge of the plant. He was

"I am a firm believer in simple effects in composition, for two reasons: First, because a job is so much more refined; second, because a job can be produced more economically without a complicated mess of rule, border or

D. H. Knowlton, *President*
F. E. McLeary, *Treasurer*

Established in Eighteen Seventy-One
Incorporated Nineteen Hundred One

[*The Quality Print Shop*]

The Knowlton & McLeary Company
Printers and Publishers

Fifty-One *and* Fifty-Three Main Street
Farmington, Maine

*Sold to*_____

Simplicity of treatment characterizes Merrill's work.

instructed to lay out the best shop that money would buy, and the plant of the Franklin Journal Company is the result. It consists of everything necessary or desirable in the production of a semiweekly paper and a considerable amount of jobwork. The type is in complete series and

ornament. I never use an ornament unless it has a direct bearing on the job in which it is used. While much of my taste has been developed by the trade-papers, yet the greatest thing that ever came to my good fortune was the I. T. U.



Home of the Franklin Journal Company, Farmington, Maine.

Organ Recital
BY
MISS ANNIE WOODS MCLEARY
OLD SOUTH CHURCH
AUGUST THE EIGHTEENTH
EIGHT FIFTEEN O'CLOCK

An attractive admission ticket.

MUSIC HALL, FARMINGTON — MAY 4–5, 1911

THE LADIES OF THE NORTH CHURCH PRESENT

The Pirates of Penzance
Or the Slave of Duty

CAST OF CHARACTERS

Richard, a Pirate Chief, . . . Mr. Burdick
Samuel, His Lieutenant, . . . Mr. Moor
Frederick, a Pirate Apprentice, . Mr. Kennedy
Ruth, a Piratical Maid of All Work, Miss Rogers
Major General Stanley of the British Army, Mr. Barton
Edward, Sergeant of Police, . . Mr. Merrill
Mabel, General Stanley's Daughter, Mrs. Packard
Kate, More of, Miss Stevens
Edith, General Stanley's, Miss Huart
Isabel, Daughters, Miss Cragin

MOST OF GENERAL STANLEY'S DAUGHTERS
Misses Blake, Brown, Carvill, Gould, Holbrook, Huart, Jones, Kempton, Pooler, Robinson, Roderick, Spinney, Walker.

THE PIRATES OF PENZANCE
Messrs. Brown, Dostie, F. Barton, Tardy, F. Pooler, White, C. Pooler, Morrow, H. Pooler, Huart, Carr, Moor, Matthieu, Day, Roderick.

CHORUS OF POLICE
Messrs. White, Brown, C. Pooler, H. Pooler, Moor, Day.

SYNOPSIS OF THE OPERA

Act One—The Pirates' Lair Among the Cliffs.
Act Two—General Stanley's Estate.
Scene—The Coast of Cornwall, England
Time—The Present.

Production by Miss Austin and Mr. White
Accompanied by Farmington Opera Orchestra

K. & McL. PRINT

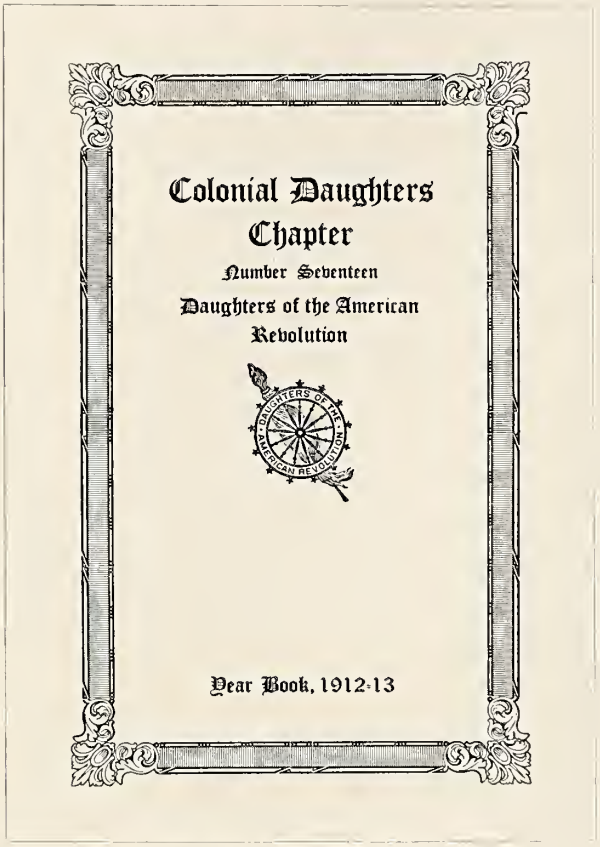
A pleasing arrangement.

large fonts. Printers who have visited the plant are unanimous in the opinion that it is the most complete small shop they have ever seen.

Of his ideas concerning typographical design, Mr. Merrill says:

Course. While I occasionally set a good job before I took the Course — it was all guesswork, but now I set them by system. The I. T. U. Course took my feet off the shifting sands of guess and put them on the solid rock of knowl-

edge. The lessons on Proportion, Balance, Shape Harmony, Tone Harmony and Colorwork are a revelation to the man who sets by instinct. Since taking the I. T. U. Course I have in one year won prizes amounting to $40."

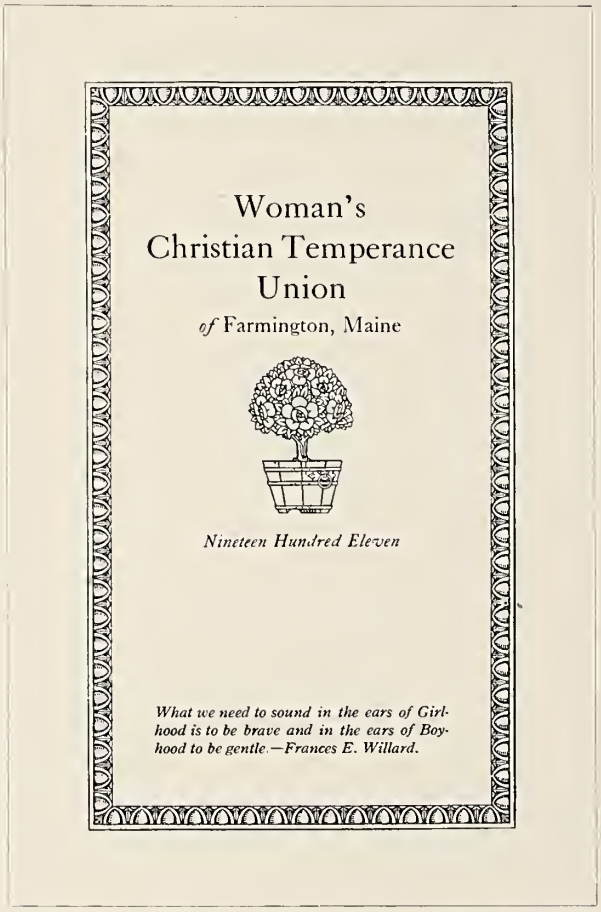


One of Merrill's attractive covers.



An interesting menu page.

The specimens of Mr. Merrill's work which are reproduced herewith and in the typographical insert will indicate how carefully he follows out his ideas of simplicity of treatment. A natural "good taste," augmented and fortified by a careful study of type-design, combine to produce in his work a consistent effect of simplicity which is not often found. Following carefully his ideas regarding the use of decorative material, he is sparing in his employment of ornaments, and his work never shows that suggestion of being "overdone" which is all too common in typographical design.



Merrill's work is characterized by the use of old-style roman type.

NOT JUST WHAT HE MEANT.

A well-known divine was preaching one Sunday morning on the subject of "The Great and Small Things of Creation." To illustrate his thought that nothing was either too vast or too tiny to be of interest to God, he proceeded in these words:

"The Creator of this immense universe created also the most infinitesimal atom in it. The Architect of these vast mountains fashioned also the tiniest thread of gold running through them. The God who made me made a daisy."

SLOW.

Mr. Briggs called one evening to see his sweetheart, and her little brother, Tom, was entertaining him until the young woman came down.

"Tom, when your sister comes down and is comfortably seated on the couch with me, I want you to tiptoe in softly and turn the gas down low, will you?"

"You're too late," replied the boy. "Sister just told me to come in and turn it out." — *Judge.*

Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

THE Observer Printing House, Charlotte, North Carolina.—The work is all good, the leaflet being very pleasing.

A CATALOGUE cover from G. Walter Lindsey, New York, is a striking piece of work, being heavily embossed in colors and gold.

P. D. CREW, Creighton, Nebraska.— The blank is an exceptionally good piece of work. The other specimens are also satisfactory.

BOOKLETS from the Herald Press, Montreal, Canada, show the same high quality that has characterized previous work from this house.



Attractive package label from The Keim Print Shop, Meadville, Pennsylvania.

SPECIMENS from the Hoeflich Printing House, Philadelphia, are well worked out and indicate a discriminating taste in typographical design.

SPECIMENS from the Keim Print Shop, Meadville, Pennsylvania, show a discernment of what is good taste in typographical arrangement, and in the selection of colors. We show herewith a reproduction of an attractive package label.

CHAS. G. LOW, Chicago.— The cover shows a very clever use of rules. We would suggest that the group in the center panel be raised a trifle.

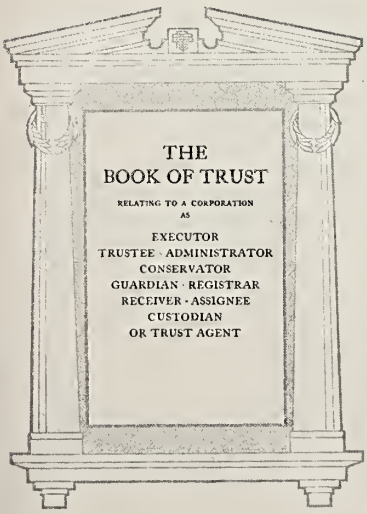
A PACKAGE of commercial work from Carl A. Hakius, Toledo, Ohio, contains some interesting color combinations as well as attractive designs.

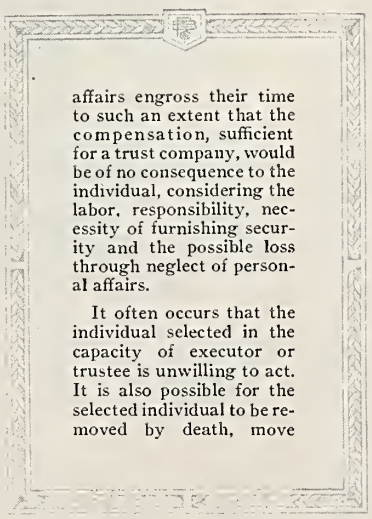
THE most painstaking care in regard to every detail characterizes the work of the Cook Printing Company, of Los Angeles, California. Rarely, if ever, have we seen specimens so uniformly good in typography, presswork and color. And they are not only carefully handled, but are clever and original in design, as the card reproduced herewith will indicate.

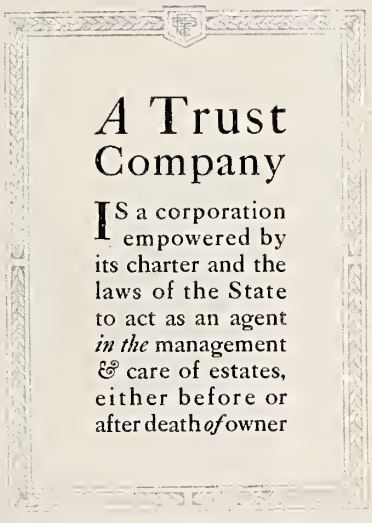


By the Cook Printing Company, Los Angeles, California.

WE have received from Wilson Brothers Company, Rockford, Illinois, a package of high-class catalogues and booklets. Of these, perhaps the most attractive from a typographical standpoint is a booklet for the Peoples Bank & Trust Company. We show herewith reproductions of some of the pages, the originals of which are in colors.







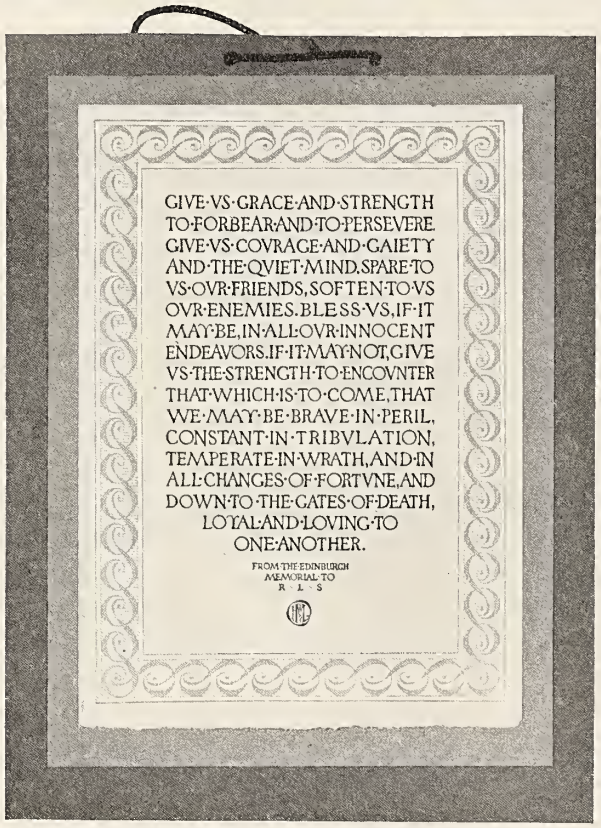
Good typography by Wilson Brothers Company, Rockford, Illinois.

PASADENA STATIONERY & PRINTING COMPANY, Pasadena, California.—The blotter is very nicely gotten up, its simplicity of design being very pleasing.

SPECIMENS from May & Tyner, Houston, Texas, show a careful appreciation of the value of good typography and well-selected stock. The work is all excellent.

A. E. BUCKINGHAM, Oakland, California.—With the exception of the fact that one or two of the specimens show the use of too many type-faces, the work is quite satisfactory.

WE show herewith an especially attractive piece of lettering and design by H. W. Leggett, of Ottawa, Ontario. The lettering is an excerpt from Vailima Prayers, by Robert Louis Stevenson.



Attractive lettering by H. W. Leggett, Ottawa, Ontario.

"The Dover Type," the house organ of the Dover Press, Fall River, Massachusetts, is an attractively printed little magazine. The text is well written and especially interesting.

THE work of H. Emmet Green, of El Dorado, Kansas, invariably contains exceptionally pleasing designs. The arrangements are all

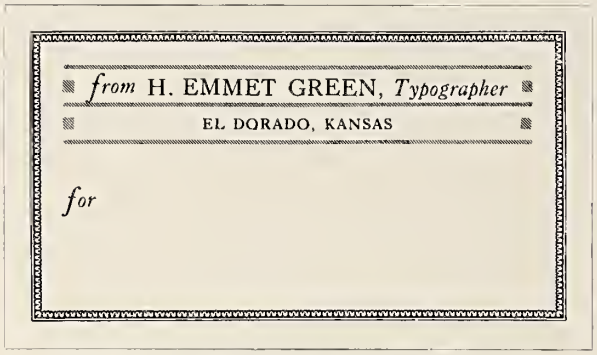


By H. Emmet Green, El Dorado, Kansas.

simple, almost to the verge of plainness, but it is this very simplicity, coupled with excellent taste in the selection of stock and colors, which makes his work unusual. We show herewith two specimens.

H. S. BLACKBURN, Tacoma, Washington.—All of the specimens are well handled and they call for no criticism whatever. The manner in which you have preserved shape harmony by the use of but one or two series of type in each job is commendable.

COMMERCIAL specimens from E. W. Stutes, of Spokane, are of the same high order that has always characterized his work. They are cleverly designed and original in treatment.

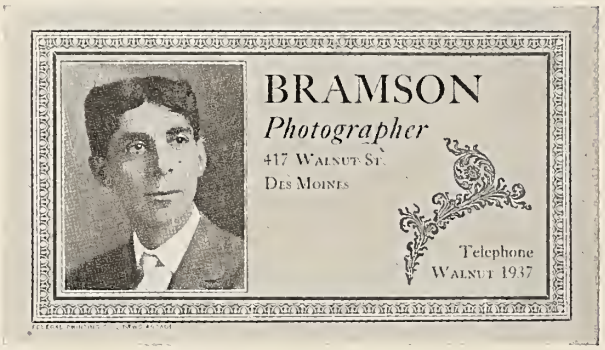


By H. Emmet Green, El Dorado, Kansas.

Drew's Imprint, the monthly house organ of the H. & W. B. Drew Company, Jacksonville, Florida, is attractively gotten up and contains interesting and "snappy" reading matter.

FROM the office of *Wheelock's Weekly*, Fergus Falls, Minnesota, we have received a copy of a program which is an excellent example of the effectiveness of neat and simple type-design.

C. P. CRAIG, Jackson, Tennessee.—The page for "The Booster" contains a trifle too much decoration and panel work. On the other page the use of the hair-line rule does not give satisfactory results.





By E. A. Frommader, Des Moines, Iowa.

E. A. FROMMADER, of Des Moines, Iowa, has sent in another portfolio of his excellent type-designs. They are, as usual, thoroughly satisfactory, both in design and color selection. We show herewith two reproductions.

H. R. LISCHER, Waverly, Iowa.—The specimens are all well handled, and our only suggestion would be that you avoid placing wide space between words when using text letters. This letter form should be spaced closely.

J. LEO CASHION, Glens Falls, New York.—The specimens are all very satisfactory, both as to typography and color selections. We find

nothing whatever to criticize in any of them, and would especially congratulate you on the harmonious treatment of the letter-head for the Harrison Printing Company.

T. W. Lee, Fargo, North Dakota.—The work is all well handled, and offers no opportunity for criticism. We would especially congratulate you upon the attractive letter-head for the Lokensgard-Quanbeck Company. It is unusually pleasing.

A package of specimens from Henry Nidermaier, Youngstown, Ohio, contains unusually attractive examples of high-class typography and hand-lettering. Among the most unusual is a blotter arrangement, a reproduction of which we show herewith.

much better. A closer grouping of the lines at the top of the page would be an improvement. We would also suggest that you avoid the introduction of the second series of type, and that the line "of the" be set in text, the same as the balance of the page.

W. J. Hundley, Clinton, Iowa.— The work is all well handled and we find in it no opportunity for adverse comment. We would, however, suggest that in the interest of proportion in typographical design the words, "In Memoriam," which appear on the cover of the Elks job, be raised a trifle.

Howard J. Bridgwater, Springfield, Vermont.—The souvenir card would have been more pleasing if you had confined it to a smaller

HAVE YOU EVER CONSIDERED THE QUALITY OF YOUR WORK FROM THE STANDPOINT OF CAREFUL TYPE COMPOSITION AND EFFICIENT PROOFREADING? THE REPUTATION OF THIS HOUSE FOR GOOD PRINTING HAS BEEN ESTABLISHED THROUGH ACCURACY AND ATTENTION TO THE LITTLE DETAILS. SEND YOUR PRINTING HERE AND WE WILL DO IT RIGHT.

THOS. KERR'S SONS
Quality Printers
225 E. FEDERAL STREET
BELL TELEPHONE 2347

Blotter arrangement by H. Nidermaier, Youngstown, Ohio.

Nicholls Printing Company, Helena, Arkansas.— Of the three blotters, we like best the one in dark blue and yellow-orange. The color combination is the most pleasing and the type arrangement is more simple than either of the other designs.

A cover-page designed and lettered by Louis L. Lehr, an I. T. U. student, of Pittsburg, Kansas, is very attractively handled. Other specimens by Mr. Lehr are nicely gotten up, although the work as a whole shows a tendency toward the use of bright colors.

From E. F. Seffing, director of printing for the Artcraft Company, Cleveland, Ohio, we have received a striking catalogue cover. It consists of a three-color reproduction tipped on a dark cover-stock, the colors being such as to render it especially effective.

number of type-faces. A consideration for harmony, both in shape and tone, suggests that each job be kept, as far as possible, in one series of type. The other card is very satisfactory.

Brown Printing Company, Camden, Arkansas.—The envelope shows a trifle too much panel work, especially as the rules are not in the best of condition, leaving poor joints. The letter-head is very good, although the closing-up of the two lines following the initial letter, allowing the latter to extend below, would be more satisfactory than is the large amount of white space between lines.

In a package of excellent commercial printing from G. A. Taylor, with the Purse Printing Company, of Chattanooga, Tennessee, the chief feature is the attractiveness of the business stationery. Simple

WM. E. THOMPSON, PRESIDENT — FRANK TAYLOR, SECRETARY & TREASURER

FLUXING STONE
CONCRETE STONE

ROOFING GRAVEL
RAILROAD BALLAST

MONARCH LIME & STONE COMPANY
MANUFACTURERS
MONARCH WHITE LIME

MINES AND QUARRIES
HOOKER, GA.
AND
CUMBERLAND, ALA.

JAMES BUILDING
CHATTANOOGA, TENNESSEE

Attractive letter-head by G. A. Taylor, Chattanooga, Tennessee.

A catalogue recently produced for the Warner Instrument Company, of Beloit, Wisconsin, by the Cramer-Krasselt Company, of Milwaukee, is an elaborate piece of work. The cover, heavily embossed in gray and gold on gray stock, is especially handsome.

In the annual souvenir of the Pasadena Police Department Relief Association, the Pasadena Stationery and Printing Company, of Pasadena, California, has produced an attractive piece of work. It is well handled throughout, the platemaking, presswork and design all being excellent.

S. G. Pike, Chicago.— The title-page arrangement calls for a few suggestions. The ornament which you have used is so heavy and bold that it overshadows the type, and a lighter decorative spot would be

and harmonious treatments characterize the work. The letter-head reproduced herewith will give an idea of the manner in which this class of work is handled.

The McGill-Warner Company, of St. Paul, Minnesota, has brought out an attractive book showing the various type-faces, decorative material, etc., employed in its composing-room, together with much useful information for the advertising man, the solicitor, and, in fact, any one connected with the buying or selling of printed matter. The book consists of some three hundred pages and is attractively bound in leather.

Wilson Publishing Company, Waycross, Georgia.—The work is very pleasingly handled and calls for little criticism. We would sug-

gest, however, that you avoid using rule or other decorative border composed of large spots, such as you have placed at the top of the letter-head for the Southeastern Construction Company. Where a border is composed of large spots it furnishes too many forces of attraction to the eye, and the result is not pleasing. Where the border is composed of small spots the eye sees it as a running design, and not as a succession of separate spots, and the effect is much more satisfactory.

EDWARD C. STERRY, Kamloops, British Columbia.—Your work calls for little criticism, although we note that in a few cases you have neglected to conform to the principles which govern good typographical design. On the title-page of the program for the Chase Amateurs your placing of the various groups in such positions that the space is evenly divided throughout the page does not make for a pleasing result. Proportion, or an unequal division of space, is always desirable in printing. Gathering the type and decoration into either one or two groups would also improve the page, as a consideration for simplicity in design suggests that there should be but few spots or forces of attraction. On the letter-head for S. T. Dutson the rules used between lines are a trifle heavy, and on the Kamloops Opera House heading we note an undesirable wide spacing of the text letter. Of the two letter-heads for *The Kamloops Standard*, the one in blue and brown is the better, although the brown could be a little lighter, as it would then contrast better with the blue.

H. J. MIGHALL, Ottawa, Canada.— You have overlooked one or two important points in some of the specimens. We would suggest that you pay more attention to tone harmony as exemplified in the use of rules, either for panels or underscoring. They should be of approximately the same weight or color as the type-face with which they are used. We note a lack of proportion in some of the designs, and would suggest that you exercise the same care in breaking up the spaces on all of your work that you have used in the placing of the word "Reputation" on the cover-design. Do not place as much space between words as you have done on the cover for the Right of Way Mines — rather, place some of this extra space between the letters. The bill-head for F. D. Burkholder is especially pleasing, both in design and color. While the composition of both of the letter-heads is quite satisfactory, the color combinations are not pleasing. The heading for "The Business Farmer" would have been better in a darker blue, as the color which you have used is too bright. However, the chief objection to the color scheme is the fact that too much orange has been used. The warm colors — red, orange and yellow — should be used only in small quantities, with the great proportion of the job in the cooler colors — blue, green and violet. By adding black to the orange, making a brown, you would secure a color which would contrast pleasingly with the blue and still allow of the forms being broken up as they now are. In any event, however, there is too much underscoring of the feature line.

MARK TWAIN'S TRIBUTE TO GRANT.

In *Harper's* for August, Albert Bigelow Paine tells of Mark Twain's now forgotten speech at the great Grant dinner in Chicago in 1872. He had been asked to respond to "The Ladies," but changed his toast to "The Babies."

"Mark Twain declared afterward that he listened to four speeches that night which he would remember as long as he lived. One of them was by Emory Storrs, another by General Vilas, another by Logan, and the last and greatest by Robert Ingersoll, whose eloquence swept the house like a flame.

"Clemens' own speech came last. He had been placed at the end to hold the house. He was preceded by a dull speaker, and his heart sank, for it was two o'clock, and the diners were weary and sleepy and the dreary speech had made them unresponsive.

"They gave him a round of applause when he stepped up on the table in front of him — a tribute to his name. Then he began the opening words of that memorable, delightful fancy.

"'We haven't all had the good fortune to be ladies; we haven't all been generals, or poets, or statesmen; but when the toast works down to the *babies — we stand on common ground* ——'

"The tired audience had listened in respectful silence through the first half of the sentence. He made one of his effective pauses on the word '*babies*,' and when he added, in that slow, rich measure of his, '*we stand on common ground*,' they let go a storm of applause. There was no weariness and inattention after that. At the end of each sentence he had to stop to let the tornado roar itself out and sweep by. When he reached the beginning of the final paragraph, 'Among the three or four million cradles now rocking in the land are some which this nation would preserve for ages as sacred things if we could know which ones they are,' the vast audience waited breathless for his conclusion. Step by step he led toward some unseen climax — some surprise, of course, for that would be his way. Then steadily, and almost without emphasis, he delivered the opening of his final sentence:

"'And now in his cradle, somewhere under the flag, the future illustrious commander-in-chief of the American armies is so little burdened with his approaching grandeurs and responsibilities as to be giving his whole strategic mind at this moment to trying to find out some way to get his own big toe into his mouth, an achievement which (meaning no disrespect) the illustrious guest of this evening also turned his attention to some fifty-six years ago.'

"He paused, and the vast crowd had a chill of fear. After all, he seemed likely to overdo it — to spoil everything with a cheap joke at the end.

"No one ever knew better than Mark Twain the value of a pause. He waited now long enough to let the silence become absolute, until the tension was painful; then wheeling to Grant himself, he said, with all that dramatic power of which he was master:

"'And if the child is but the father of the man, there are mighty few who will *doubt that he succeeded!*'

"The house came down with a crash. The inkling of their hero's great military triumphs with that earliest of all conquests seemed to them so grand a figure that they went mad with the joy of it. Even Grant's iron serenity broke; he rocked and laughed while the tears streamed down his cheeks."

DRAW CONCLUSIONS CAUTIOUSLY.

Three yellow-brown pieces of paper recently played an important part in an action following a homicidal attempt in Germany. Three pieces of paper were found in a place from which a shot had been fired at a farmer. The pieces of paper, to judge from their appearance, had been used as gun wads. A laborer was suspected, because a piece of paper, similar to those pieces, was found in his house. The similarity in appearances (color, thickness, rattle, transparency, etc.) was so great that even a man with some experience in papermaking might easily arrive at the conclusion that both samples were identical. This was not the case, however, as was proved by a microscopical examination in a testing laboratory. The paper in the three pieces of the wad contained about ninety-five per cent wood cellulose and five per cent ground wood-pulp, while the piece of paper found in the home of the workman contained about forty-five per cent wood cellulose, thirty per cent ground wood-pulp and twenty-five per cent rags (linen and cotton). This proved conclusively that the wads were not made from the same paper, and suspicion was raised from an innocent man, the circumstances of which might have convicted him of murder.— *Paper Trade Journal.*

LOOK LIKE AN INDIAN.

A small tailor in the Twin Cities has a head for advertising. In front of his store stands an oil-barrel with the head knocked in. The barrel is bright green, and on it in red letters is painted: "Stand in my barrel while I press your suit for 50 cents." — *The Box Maker.*

Written for The Inland Printer.

THE TABLE HEADING.

BY TEDDY FACEY.

HERE is one of the few propositions in the craft which, I am sorry to say, seem to "floor" the ordinary compositor, but which, to tell the truth, shouldn't cause him the least concern. This class of work is neat, light and absorbing, and, when well executed, is bound to reflect more or less credit on the workman. Yet the percentage of journeymen (outside of those employed in "railroad" shops) capable of expeditiously handling a "tab" heading is very small. I have always thought that the cause for this condition is nothing in the main but timidity on the compositor's part.

The average printer is shy. He's mortally afraid of a "fall-down." He's averse to going out of the "beaten paths" and undertaking that with which he is unfamiliar. He may possibly never have had an opportunity to set a "tab" heading in the course of his career, as the majority of composing-room foremen, rather than take the chance of having a job of this kind inaccurately done, will pass it time and again to the same man — the man on whom they can bank for results.

It is my opinion, however, that there isn't any good reason why this state of affairs should exist. There is only one requisite (other than a real knowledge of typesetting) necessary to make any man an expert in this line. That is a thorough familiarity with the point system. If he has mastered this, the battle is two-thirds won; if he hasn't, then the sooner he masters it the better it will be for his present and future prospects, as nowadays a journeyman without this system at his finger-tips is only to be compared to a ship at sea without a rudder.

As to there being anything particularly intricate in the task of putting up a "tab" heading, believe me, it is a delusion, as you'll readily admit once you familiarize yourself with the work. Then you'll in all probability wonder how the execution of such a simple piece of composition ever held any terrors for you.

The compositor who can set a "tab" heading in a workmanlike and attractive manner can, if necessary, set the table complete. If he is above the average in cleverness he can also make his own "cast." It isn't often, however, that he is trusted to do this, the casting usually being attended to either by the foreman or his assistant.

Lack of knowing the ins and outs of this class of work has kept many an otherwise talented compositor, for the time being at least, out of a position. I have in mind one large plant in the East that does considerable tabular matter in the course of the year, in which the composing-room foreman grades the salary of a new man almost exclusively on his ability to handle a table. He keeps several printed specimens of previously executed tabular jobs within easy reach at his desk, and when an applicant for work presents himself there he is shown the specimens and asked point-blank if he is thoroughly competent to do work of that description. If he acknowledges his inability to do it, he may be put to work and he may not — according to circumstances. Should the foreman be hard pressed for help, he may give him a trial. But not at the wage scale. If he is put to work — and the chances are against him even being put to work at all — he will have to accept a salary below this mark.

This foreman, in the estimation of many, has the right idea. I once heard him remark, in speaking on this subject: "I don't believe I'd be doing justice to the balance of my force if I put a new man — and a self-confessed incompetent one at that — to work on this class of matter on a wage basis with men who are thoroughly tried and capable in this particular line."

The day of the "straight-matter" man is past. Every compositor, I believe, realizes this, and doing so, should also realize that, in order to succeed in the craft as it stands to-day, it's up to him to "specialize" — become expert in executing with his eight fingers, two thumbs and a bit of gray matter some branch of the trade wherein he can sell his talent to advantage both to himself and to his employer. If he fails to do this, then more than likely his will be a hard row to hoe, as he'll find that it is to this class of men that the steady "sits" and best wages are invariably handed out.

My advice to all who haven't already done so is to master the "rule-and-figure" game. In normal times there is always a demand for compositors of this stripe, and a fairly good one is seldom idle. If he is above the average in ability there is not the slightest doubt but that he can command adequate wages. Experts, though, are scarce. Ask any railroad-tariff-shop foreman and he will promptly inform you that, in so far as the real "artists" in his department are concerned, he can count them on his finger-tips. This, too, on the strength of the fact that the tariff shop is the stronghold of the tabular hand.

Don't be humbugged into the belief that the "tab" heading, because it looks complicated in construction, is as difficult to accomplish as it looks. Of course, a "double decker" or "triple decker" is more intricate to set than a plain, single heading simply divided off into several parallel boxes. But the point system and a little mental arithmetic bring them practically all down to the same level.

Should you ever take the civil-service examination in expectation of securing a position in Uncle Sam's big print-shop at the nation's capital, you will then keenly feel the need of being well versed in the branch of which I speak. The officials in charge of these examinations show no favoritism. They don't mince matters, either — they're "business" clean through. You'll be handed out a straight paragraph interspersed with figures and commanded to put it into tabular shape. You will also be required to make your own "cast." If you fail in this test it is bound to knock a big chunk off your general average — enough, probably, to bar you from the coveted position.

Take my advice and never let this happen to *you*.

To show how easily this class of work can be accomplished, I submit the following three "sliding"* or "cut-off" heads, with explanations such as will, I believe, if followed, prove my assertion. The figures below the heading represent the cast, which is invariably made and plainly marked on the copy when the compositor receives it:

* My object in showing "sliding" heads in this article in preference to "regular" is to obviate the necessity of carrying the "body" of the page with them in order to make myself thoroughly understood. In a regular head the "down" or perpendicular rules extend from the highest horizontal or "cross" rule or rules in the heading clear through the full length of the table, thus (in so far as the "down" rules are concerned) directly connecting the head and "body." The "sliding" head stands alone (as shown), the "body" being ruled up separately, after which it is closed on the heading, the bottom or cut-off rule on the latter acting as the dividing line between the two. This style of heading is used extensively in plants that do considerable tabular work and almost exclusively in tariff shops, where the economizing of time in the execution of this class of matter is a large factor. There is such a slight difference, however, in the composition of the two heads that a capable rule-and-figure worker really hasn't any choice — he would as soon accept one as the other to set; in fact, all heads look alike to him.

This is a very simple piece of composition, cast (in width) to six-point ems, and can be readily executed with three breaks of the composing-stick, thus:

There are eleven figure columns, three six-point ems each in width. Start by setting your stick to a three-em six-point quad and, getting a perfect justification for the word "to" in six-point lower-case, centering the word, of course, in the space and retaining the justification in your memory.

No. 2 is a similar heading to No. 1, and just as easy to construct, although cast (in width) to eight-point ems instead of six-point. The cause for the change of cast in this case is the fact that it is to cover a table set in eight-point type. Here is the most feasible way of constructing it.

First consider the depth. Minus the top and bottom rules you have three picas to work on. Set a stick, then, to seven and a half eight-point ems, the width of the stub

MONTH.	1900 to 1901	1901 to 1902	1902 to 1903	1903 to 1904	1904 to 1905	1905 to 1906	1906 to 1907	1907 to 1908	1908 to 1909	1909 to 1910	1910 to 1911
15 n.	3 n.	—	—	—	—	—	—	—	—	—	3 n.

No. 1.— Small parallel six-point heading, twenty-six picas in width and three picas (all on†) in depth. Two-point rule throughout.

Set the justified word aside and break and reset your stick to eleven six-point three-em quads, holding the quad line in the stick. Beneath this, with six-point "*nut*" quads and six point "*nut*" figures, set the top row of heading figures *across your stick*, beginning with a "nut" quad on the left, then the four figures for the first box; then two "nut" quads, then the figures for the second box; then two "nut" quads again, and so on, in like manner, until you get to the end of the line, winding up with a "nut" quad on the right. This perfectly justifies and centers the figures in that row for each box. Now place the previously justified word "to" in your stick again and set it ten times more, with the same justifications precisely, across your stick also. These (like the row of figures above) should fill out to a nicety the space, in width, consumed by the eleven six-point three-em quads you started with. Now set the bottom row of figures, using like figures and the same justifications you used in setting the top row. Below this set another row of eleven six-point three-em quads. You've now got five six-point lines in your stick. These consume box. In six-point caps. set the word "Month" in that measure. Two lines of eight-point quads above and one of six-point and one of eight-point below will center this word, practically, in the required depth — three picas. Place this on your galley, with a rule the same length as the stub box is deep, on its right. Next get the width of the box containing the word "Year." The heading's complete width calls for twenty-three picas. Of this you've used seven and a half eight-point ems (the equivalent of five picas) for the stub box, adding the two-point dividing rule. Deduct five picas and two points from twenty-three picas and it leaves seventeen picas and ten points, which is the width of the box in question. Set your stick to this measure with six-point quads and spaces. Eleven three-em and one two-em quad, with two three-em spaces added, make it. Beneath this set the word "Year" in six point caps., as shown. Then a row of sixteen three-em twelve-point spaces, two "nut" quads of eight-point and two three-em spaces of six-point (the latter doubled up), all *turned flat*, in lieu of two two-point leads. Never use more than a single lead

MONTH.	YEAR.											
	1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911
7½ b.	—	—	—	—	—	—	—	—	—	—	—	2b

No. 2.— Small "double-deck" six-point heading, twenty-three picas in width, three and one-half picas (all on) in depth. Two-point rule throughout.

thirty points, which is the inside depth of the heading. Lift the matter and place it (head down, or toward you) in the corner of your galley. Get eleven pieces of two-point rule, thirty points in length. With ten of them, rule up the eleven figure boxes, placing the eleventh rule on the extreme left as the dividing rule between them and the stub box. Then set four lines of six-point quads, fifteen ems in width. Set the word "Month" in six-point caps., centered, in the same measure, and insert it between the four quad lines. Dump this to the left of the matter on your galley with a two-point lead on its right and close it up on the figure columns. The two-point lead acts as a substitute (in space) for the twelfth rule, which is necessary, in this case, to bring the head out to the required width of twenty-six picas. By placing two two-point rules above and one below the heading as it now stands, you increase its depth (all on) to thirty-six points, or three picas, exactly what the instructions call for. This completes Table No. 1. With the necessary material at hand, the work on this heading can be done handily in twenty-five minutes.

† The bottom and top rules, with running headline or lines, if any. (See Table No. 3.)

in one spot for depth spacing in a box heading cast to eight-point, with two-point rule, and then only on the wider measures; it isn't necessary. Where the depth of two leads (or four points) is required, use nut quads and spaces of various sizes turned flat. These can be arranged to fit any desired number of even points, and make more solid and accurate spacing than leads. Where the depth of over four points is needed, use quads.

Well, to resume, the depth of the matter (in points) now in your stick amounts to sixteen. The splicing and adding of the horizontal rule makes it eighteen. This is exactly one-half the total "inside" depth of the heading, and still leaves full eighteen points in depth (a very convenient size both for depth spacing and down rules) for the twelve remaining small boxes beneath. These boxes are cast to two eight-point ems in width. Lift the matter from your stick to the right of the stub box on your galley and reset your stick to the equivalent of twenty-four eight-point em (or "mutton") quads, with six-point quads and spaces, so arranged that you can "rule up" or cut between them at each sixteen points in width. What's the equivalent (in six-point) of two eight-point ems or sixteen points?

A two-em quad and two three-em spaces. Then twelve two-em quads *with* four three-em six-point spaces *between* each quad is what you need. Set two lines of them while you're about it. These represent twelve points (in depth) of the necessary eighteen. As a three-em six-point space to the right and left of four "nut" figures centers and justifies them perfectly in the space of sixteen points, if you follow this arrangement out twelve times across your stick you can't go astray in setting the figures. When this is done, transfer them between the two quad lines in your stick and place the matter in position on the galley. With eleven eighteen-point pieces of rule, rule the twelve boxes up. If you've followed instructions they will "cut" readily. The addition of the bottom and top rules supplies the lacking six points depth and likewise completes the job. This heading can be done in the same length of time as No. 1.

Although (when compared with headings Nos. 1 and 2) No. 3 may appear as a herculean task, it isn't. There is considerably more work on it, to be sure, but when you say that you say everything. Like heading No. 2, it is cast to eight-point ems for the same reason. In setting it you should first consider the depth. This calls for eleven and a half picas. After due consideration, you decide to make the bare heading ten picas deep, leaving eighteen points for the "trimming," or running-head, spacing, and top and bottom rules. Set a stick, then, to forty-two picas and get up the running-head in an eight-point cap. letter, placing two two-point leads below it, followed by the two head rules. These consume sixteen of the eighteen points "trimming." The foot rule, when on, will furnish the other two points. Place this on a galley and reset your stick to ten picas, using six-point quads to do it. Below the quad line set "Station Number" in six point, as shown, then a row of ten 12-point three-em spaces, turned flat. Add a ten-em pica rule and drop the matter in position.

The next two boxes are set *full* eight picas in depth. This (counting the horizontal rule below them), leaves twenty-two points depth for the bottom box, the lines therein being really the headlines for the matter following them in the "body" of the page to come. Set your stick to fifteen eight-point ems (or ten picas) and get up the matter, all in six-point, for the left-hand box. Two lines of pica and one of eight-point quads above and below it, with a row of twelve-point three-em spaces (turned flat) above and below the line "Groups C and D" make the necessary depth. Put this in position, placing an eight-em pica two-point lead (as a substitute for the eighteenth‡ rule) on the right of it and a rule of the same length on the right of that. Then set and place the next box — the ten-em one. Two lines of pica, one of eight-point and one of six-point quads above the matter, and three pica quad lines below it, with a row of eight-point "nut" quads, turned flat, under the cap. line "From," give the required eight picas depth. Cut the two boxes off with a seventeen-em pica rule. In a seventeen-pica measure, set (in six-point, as shown) the lines "Knoxville Division," and "Jellico Branch." Run a row of three-em twelve-point spaces, turned flat, above and below them, with a two-point lead between the two type lines. This, when in position, fills out the total depth — ten picas — of the heading. To the right of it run a ten-em pica rule.

You're now up to the top right-hand box, and in order to get the exact width of this a little mental arithmetic is necessary. In forty-two twelve-point ems (the total width of the heading) there are sixty-three eight-point ems or

SOUTHERN RAILWAY COMPANY — Continued.

Station Number.	TO (Groups C and D.) (For application of rates see Items 7 and 8, pages 52 and 53.)	FROM (For explanation of groups see item 7, page 49.)	IN CENTS														
			PER HUNDRED POUNDS.												Per Barrel.	Per Hundred Pounds.	
			1	2	3	4	5	6	A	B	C	D	E	H	F	†Special Iron, C L, minimum weight 30,000 pounds.	
	KNOXVILLE DIVISION — Continued. Jellico Branch.															C L	L C L
2b	15 b	10 b	2 b	—	—	—	—	—	—	—	—	—	—	—	3½ b	2 b	—

No. 3.— "Triple-deck" class and commodity heading, forty-two picas in width, eleven and one-half picas (all on) in depth. Two-point rule throughout.

their equivalent in points. For the three left-hand boxes already set you've consumed (the one lead and three rules considered) twenty-eight eight-point ems of this. Twenty-eight from sixty-three leaves thirty-five. That's the width, then, of the box; therefore, by running an eight-point quad line this measure top and bottom of the words "In Cents" (set in six-point) and adding the two-point horizontal or "cut-off" rule, it makes the box (rule included) two picas in depth.

By *including* the horizontal rule in the depth (which should in all cases be picas or nonpareils, as the situation may demand) of the box above it, you are sure that any perpendicular rule or rules (cut to picas or nonpareils), running from it to a point below, will either wind up even with the total depth of the heading§ or break where you desire, still leaving picas or nonpareils from the break of the rule to the end.

With the box just completed rightly placed, the "Per Hundred Pounds" box is next in order. For its width deduct the width (in eight-point ems) of the last three columns in the heading (with six points added for the three "down" rules) from the "In Cents" box above. The three columns and three rules total up eight ems and two points. This, deducted from thirty-five ems, leaves twenty-six ems and six points. Close your stick on thirteen two-em quads, one "nut" quad and a four-em space of eight-point, and you've got it. Then follow the same routine in setting this box as you did in setting the box above it and place it where it belongs. *From* the inside of the bottom running-head

‡ You'll notice there are but seventeen "down" rules in the heading. It takes eighteen rules (or their equivalent in space) to make the "cast" perfect. Hence the addition of this lead.

§ See "C L" and "L C L" boxes.

rule, to and including the horizontal rule on the box you've just dropped, there have been exactly four picas in depth consumed. This leaves six picas for the twelve boxes beneath it — those running from 1 to H, inclusive. Six pica ems equal nine ems of eight-point. Four ems, then, top and bottom of an eight-point line, center the line and give the exact depth. Set sixteen rows of two-em eight-point quads, six quads in each row. Lift eight of the rows from your stick and set them aside. An eight-point " nut " quad and a four-em space both to the right and the left of an eight-point " nut " figure centers the figure on two eight-point ems. Set the 1, 2, 3, 4, 5 and 6 across your stick, using this justification throughout. Then transpose the figure line to the center of the eight quad lines you've retained and dump in position, with a six-em pica rule on its right. Return the eight quad lines you set aside to your stick and follow them with a line of two-em eight-point leaders. Lift one of the leaders — the one to the left — from the row and justify an eight-point cap. " A," of the same font as the figures just used, accurately in the center of the space vacated by the leader. Then lift the next leader and justify in (in the same manner) a cap. " B." Follow this scheme out with the cap. " C," " D," " E " and " H," lifting a leader for each letter and individually justifying in the necessary cap. in its stead. This is an easier, quicker and better method than separately setting each cap. letter in a two-em eight-point measure, giving six times the width (and consequently " finger-room ") in your stick in which to complete these very ticklish justifications. The use of leaders (in this case and for similar occasions) have the preference over quads, in that, being type high, they are more readily handled.

When satisfied that all is well, lift the line of caps. to the center of the eight quad lines (as with the figures), place the matter where it belongs, and with six-em pica rules " rule " the boxes up, adding an eight-em pica rule on their right.

For the next box you need the equivalent (in width) of three and a half eight-point ems, in six-point. Two two-em quads and two three-em spaces give it. Set the lines " Per Barrel " in this measure, in six-point, as shown, with two " nut " quads of eight-point and a twelve-point three-em space (turned flat) following them. Drop in the three-and-one-half-em horizontal rule and center the cap " F " both ways in the space below, using the " H " box as your guide. Dump the matter and follow it with the eight-em pica dividing rule.

To determine the width of the next box, the two small boxes in the lower right-hand corner must be considered. These boxes are two eight-point ems (or sixteen points) each in width. That's thirty-two points for the two boxes. Add two points for the down rule and it is increased to thirty-four. To set the top right-hand box, then, clamp your stick on three eight-point four-em spaces and one ten-point five-em space, all turned flat. These take the place of a two-point lead and fill the thirty-four points to a nicety. Set " Per Hundred Pounds " in six-point as per example. Then another row of the flatwise ten and eight point spaces, as above. Add the horizontal rule and place the box. You have now six picas space (in depth) left. Of this the " C L " and " L C L " boxes consume full one pica, *independent* of the horizontal rule above them, which two points must be deducted from the depth of the " Special Iron " box. Subtracting fourteen points, then, from the six picas, gives you the depth of that box — four picas and ten points. By running the matter perpendicularly in it, the wording makes three lines, or eighteen points. An eight-point quad line (made up of seven eight-point ems and a four-em space), to the right and left of these lines, gives the needed thirty-four points in width. Follow these instructions, dropping the matter in position when ready, and then adding the last horizontal rule.

Set your stick to four eight-point " nut " quads, turned flat. Beneath these, with the aid of a two-em eight-point leader, put up (in six-point caps.) the " C L " and " L C L " in the same manner as you did the caps. "A," " B," " C," etc. Below run four eight-point four-em spaces, turned flat. Place the matter and separate it into boxes with a one-pica rule. Now jog the heading up well with a piece of metal furniture, add the bottom full-length or running rule, and your task is done.

A capable " tabular " printer (under favorable circumstances) can set this piece of composition in an hour and three-quarters, from either manuscript or " reprint " copy.



A PRINTER'S HOME.

Residence of E. F. Addison, journeyman printer, Kansas City, Kansas.

THERE are some things so near us that we never see them.— *The Missouri Mule.*

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

TYPEFOUNDRY NOT A GOAT FARM.

To the Editor: PHILADELPHIA, PA., July 29, 1912.

In the Question Box of your July issue I discovered two very common and at the same time very misleading errors — the transposition of "ie" and "ei" wherever it is used in German names or addresses of any kind. I am referring to the answer under the caption "French and German Typefounders." You mention the Wilh. Woellmer Schrift-"geisserei" and "Bauersche Geisserei"; instead, it should read "Giesserei" in each case. A Geisserei is almost the equivalent to "Goat Farm" in the German language, which surely has no relation to any typefoundry. As THE INLAND PRINTER undoubtedly has a large circulation among German printers, both here and in Germany, there will be some humorous comments passed on what constitutes a German typefoundry. A GERMAN SUBSCRIBER.

[Vacation — that's all. Our German proofreader "fished" while his Irish "sub" transformed the typefoundry into a goat farm.— EDITOR.]

FACEY AND HENRY ON "CASTING A TABLE."

To the Editor: WASHINGTON, D. C., Aug. 11, 1912.

Mr. Henry's lamentable attempt, in your last issue, to criticize Mr. Teddy Facey's article on "Casting a Table," as published in the June number, leads me to ask Mr. Henry, in all seriousness, whether he ever worked in a shop where they did tablework exclusively? From his criticism of Mr. Facey's work I very much doubt if he has. Mr. Facey is perfectly right in every detail, and "Casting a Table" is, in my estimation, a very instructive and practical article.

Mr. Henry's idea of casting tablework with the aid of quads and rules, was — as Mr. Facey intimated in his article — prevalent twenty or twenty-five years ago, before the point system was introduced; but now — well, if Mr. Henry thinks he is right I would not advise him to try and "put over" his ideas in a plant like Poole Brothers, Rand-McNally's or the Government Printing Office, unless he is impervious to ridicule. J. C. BALEY.

"STICK AND QUAD" VERSUS THE "POINT SYSTEM" IN TABULAR WORK.

To the Editor: LOUISVILLE, KY., Aug. 11, 1912.

Mr. Henry's criticism of Mr. Facey's article on rule and figure work shows how persistently the "beaten path" is followed. I think it is the first time I have heard of the stick-and-quad way since the adoption of the point system, and certainly the first advocacy or defense of the method since that date.

Mr. Henry would use for purposes of absolute accuracy a rule which, he admits, is inaccurate and nondependable — that is, "dirty material," for which "some allowance must be made." But he fails to tell how or how much. In a continuous make-up or machinework such casts are utterly worthless. In the former, compositor No. 1 may get extra "dirty material" in making his cast that would easily vary his stub a nut from that of compositor No. 2, especially in a table of wide measure. Machines will not set to bastard measure, hence here it fails again, for of necessity such casts must carry at least one uneven column.

The demand of compositors that they use both their hands and head has rendered the stick-and-quad way obsolete, and the method advocated by Mr. Facey is in every-day use in all shops specializing bank, insurance and railroad tabular work. Remember, six "nuts" make "three muts," and you save the time wasted in setting and distributing such a cast.

Let me add a word about setting tables containing words or sentences. Such tables can be handled much more expeditiously if the inserts are set up complete, using the cast, before the table is started, and each lifted into its proper place when that is reached. This obviates the necessity of single-column composition referred to by Mr. Henry and enables the compositor to set his figures "straight across." FRED H. SMITH.

FROM A DISPLEASED READER.

To the Editor: PITTSBURGH, PA., July 20, 1912.

I have been a reader of THE INLAND PRINTER for many years. I enjoy the mechanical and typographical excellence of the journal and have always looked upon its monthly arrival as a treat.

But your editorial policy sickens and disgusts me, and henceforth the INLAND will be missing from my reading-table.

I can readily understand that because you yourselves are employers and exploiters of labor that your policy would be reactionary for economic reasons. But your laudatory article in the July issue concerning Lynch was the limit. You say he "has a fine sense of responsibility to employers." Well, I guess he has all right, for in the Chicago strike he threatened to scab on the members of his own union and drove the newspaper printers back to work after the stereotypers, wagon-drivers and even the newsboys had recognized the mutuality of interest of the workingmen and struck in sympathy with the locked-out pressmen. It is well and good to recognize the sacredness of a contract, but did not the trust papers of Chicago violate their contracts with the pressmen after Hearst had trouble with his, on the ground that the interest of one was the interest of all? Funny how the capitalists are class conscious and the fool workingmen are not. Led like sheep to the slaughter by men of the Lynch stripe, and then read laudatory articles

in their leading trade journals and swallow the nauseous dope. Rest assured the time will come when it will be necessary for you to change your policy editorially if you wish the INLAND to live, as the publishers will attack the typographical union next, and the newspaper printers will see their mistake after it is too late.

Yours, etc.,

235 Robinson street, E. E. EDWIN H. STUART.

QUESTIONING A USUAL EXPRESSION.

To the Editor: ANYWHERE, Aug. 6, 1912.

Suppose when you wrote the obituary " story " you carefully, premeditatedly and with consideration (not malice) aforethought wrote " he leaves wife and a daughter," etc., and somebody (editor, compositor or proofreader), with perhaps equal care and premeditation, inserted " a " before " wife," wouldn't you feel like doing something to somebody? And what would you do to that somebody in case you did not care to go so far as to stew him in boiling oil?

Now, the writer didn't insert anything before " wife," simply because he thought it would be improper and perhaps misleading. He refrained from saying " a wife " because the deceased was neither a Mormon nor a bigamist, and it wasn't necessary to state definitely that he left one wife. In Utah one might well write " a wife," but elsewhere in the United States this would seem bad taste.

One could have written " he leaves his wife," as is sometimes done, but this would seem silly, as naturally the only wife he is supposed to leave was his own, not his neighbor's nor that of any of his fellow townsmen.

Perhaps some language purist can give an expert opinion in this instance? Excusers for the use of slipshod English will please be quiet. You are much too abundant. Because of your influence on literature, I often fail to use unexceptional language, even though I am

A FINICAL CORRESPONDENT.

TRANSPOSING THE TRUAX PRINTERY.

To the Editor: PHILADELPHIA, PA., Aug. 6, 1912.

" I could make more money if I were located up an alley instead of where I am," said the proprietor of a job-printing plant the other day. There must be some excuse for him saying this if an alley were the only alternative to a top-lofty situation. The peculiarities of trade tradition appear to influence this man as they do many printers who begin business on their own account. They select almost inaccessible places because they have heard that predecessors who have achieved success have begun that way, not considering that success has crowned the efforts of some in spite of the way they started.

The Truax printery men have been under the spell of the unfortunate rule that has prevailed among printers in the older cities at least, in the matter of selecting a business stand. While the plant is well equipped and has been kept in excellent condition, its business has been jobbled for years because customers have been obliged to climb many steep steps to reach the proprietors. One day, however, something occurred that jolted these gentlemen out of their modest position. The owners of the building in which the printery was situated refused to make necessary repairs, so affairs reached a crisis and the printers said, " We'll move! " In earlier days they might have been slower in reaching this decision, but in these times of better buildings and added conveniences, it happens that model rooms for printers can more readily be had than formerly, so into some of these on a first floor, the Truax printery moved. It is past the period of experiment now, and the increased business in the superior location has justified the transposition, the results being far beyond the expectations of the proprietors. I need go no further than to suggest that other competent printers who are now hidden might profitably follow the example of the Truax printery man.

There may be no Truax, but this statement of facts may help resurrect some buried printers.

SAMUEL W. HOCKING.

TEDDY FACEY ON "CASTING A TABLE."

To the Editor: LOUISVILLE, KY., Aug. 13, 1912.

I am real sorry that my article in the June issue of THE INLAND PRINTER does not meet with Mr. Henry's approval. I have no desire to argue the matter with the gentleman from New Jersey, preferring to leave it to the judgment of those of your readers who make a living by doing rule and figure work exclusively. I must, however, give Mr. Henry credit for being right in one thing. The table does bulge somewhat, but the cause therefor, as advanced by him, is entirely wrong.

The fact of the matter is that the box heading and what little is shown of the " body," were set with new monotype material. As, in casting material of this character, there is always a certain number of units " fullness " allowed for " squeeze," on account of the lightness of the metal as compared with metal used in the manufacture of foundry material, and as the heading in question was *not* put under the strain of quoin and key but merely held in position for the " proof " submitted to you with the usual piece of page cord, it consequently shows the " bulge," which can certainly be attributed to nothing but my own thoughtlessness.

Mr. Henry says that those who need advice about casting a table undoubtedly need instruction as to the best way to set it. This is mainly true, although there are hundreds of compositors who are fairly good at *setting* this class of work after the cast is made for them, who positively *can not* do the casting themselves. Besides, does Mr. Henry imagine for a moment that the whole theme of rule and figure work could be covered in one two-page article?

In conclusion, I would say that if our New Jersey friend ever takes the civil-service examination in an effort to gain admission to " Uncle Sam's " big print-shop, he will find that he will have either to follow what you are pleased to call Teddy Facey's method (but which, in reality, is merely the method generally used since the inauguration of the point system), or signally " fall down," in so far as his percentage for " casting " a table is concerned.

TEDDY FACEY.

EDITOR STEAD LEFT LITTLE MATERIAL WEALTH.

The will of W. T. Stead, editor and proprietor of the *Review of Reviews*, who was drowned in the Titanic disaster, shows an estate, so far as at present can be ascertained, of the gross value of £13,000. The will is in his own handwriting on a single sheet of 4to paper, and reference is made in it to a codicil which can not now be found. Referring to the disposal of his private documents, he states: " I hand over for examination all my private papers, manuscripts, letters to or from myself, automatic writing diaries, and everything of an autobiographical or private personal interest, to my eldest daughter, Emma Wilson Stead, commonly called Estelle, to be dealt with by her at her sole discretion." Mr. Stead's wife and eldest daughter are appointed executors.— *Printers' Register.*

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Points of Chute Spring Breaks.

O. B., a linotype operator, writes: "I have been having trouble with the point on the assembler-chute spring breaking, and ask you for a preventive, if you have one. The trouble has been of such frequent occurrence that I believe I must be at fault in some manipulation of the spring."

Answer.— The chute-spring, when attached to the holder, should have the points bent but slightly above the horizontal and should remain that way. The points are broken usually by the operator forcibly removing space-bands that are caught above the star-wheel. To make the points more durable apply a drop of solder on the upper side of each point and allow it to extend to the bend. This will prevent them breaking so easily.

Alignment.

A Kansas machinist-operator writes: "I wrote you some time ago and you sent instructions, in regard to imperfect alignment of matrices. I did as you advised, ordered new locking-studs and bushings, and made the adjustment with the matrix on each end of open jaws. Had to move the left-hand stud up a trifle, which greatly helped it, but it does not seem perfect. As you can see by proofs of different stages of the instructions used, it seems the matrices when placed all of one character in a bunch seem to line perfectly, but when setting matter you can notice little flaws in the line-up. Your instructions certainly benefited it a great deal, and I am indebted to you for the information, for which I thank you."

Answer.— On examination of the specimen impression it is seen that the alignment is still imperfect to some degree. It may be possible that the locking-stud is still out a trifle, for the imperfections are noted on the right side more than on the left. In fact, the matrices align very well on the left side. You should make further tests, and, if necessary, raise the left stud a trifle more.

Defective Face on Slugs.

A Montana operator writes: "I have considerable trouble with letters (different ones) pulling from the face of the slug. The slugs are solid and do not cave in, but as I have said before, the letters will pull from the slug here and there. It is very annoying and any information you can give will be greatly appreciated. I also wish you to send me a book (Thompson's) if he has one out yet, bearing on the new and latest models, 8 and 9."

Answer.— In the matter of a face pulling off of a solid slug, the fault usually lies with the matrix. The next time this occurs you should assemble all of the matrices of the offending character in one line. Test a number of slugs and hold the line until an examination is made of the face of the slugs. If you find the face defective, remove the matrix that is the cause of the trouble and destroy it. In this way it removes the cause. In a question of this kind we would rather that a slug be forwarded with the query, for our examination. There is no book published containing any account of the Models 8, 9 and 10, other than the descriptions furnished by the Mergenthaler Company in the catalogue advertising these models. The next edition of "The Mechanism of the Linotype" will contain full descriptions of these models.

Putting Leads in Linotype Matter.

A Missouri printer writes: "Will you please inform me in the next number of your publication whether there is now on the market an attachment for inserting leads in linotype matter as it is cast. I do not mean an appliance which alters the thickness of the ribs on the slugs."

Answer.— We do not know of an attachment (that has been put on the market) for leading linotype matter as it is set. There was a machine made in Lincoln, Nebraska, about ten years ago that would lead and unlead linotype matter, but we understand it is not now on the market. A few years ago the Washington (D. C.) *Star* used an attachment on its linotype that dropped a lead between the lines as they came into the stick. We do not know whether it is now being used, nor who the inventor was.

Keyboard.

A Wisconsin operator writes: "I have an old machine and have been refitting it. Have had trouble with the keys sticking and getting double response. We put on new cams, new keyrod springs, replaced the upper and lower keyrod guides, cleaned the keyboard all up, and for a week or two it ran very good, but now the keys are sticking again, and I am at a loss to know what to do. The machine is an old No. 1. I took the key-levers out and polished them at the point of contact. If you could suggest a remedy from my poor description it would be very much appreciated."

Answer.— You state that you cleaned the key-levers, but you do not say that you cleaned the keybars or slots in the keyboard. Neither do you say that you cleaned the triggers or the slots in the cam-frames. The trigger-wires apparently were also neglected. Remove all the bars and wash in gasoline, and polish all over with graphite. Give the triggers the same treatment. Clean the upper and lower guides of the keybars with gasoline. Put in new trigger-wires if the old ones are bent. At any rate, polish these and the triggers and clean the key-lever slots. This should remedy the trouble.

Two-mold Disk.

A New York machinist-operator writes: "Some time ago we equipped our machine (Model 5) with a second mold, and since then have never been able to get the knives set so that they will trim from both molds alike. Have

experimented by setting both molds for the same measure, and one will trim true and the other will run untrue. Either mold when set for short slug will run equally true on a long one. Was careful to have mold-seat perfectly clean when placing mold in disk."

Answer.— It appears that the distance from center of the mold-disk stud to base-line of the mold varies. You should remove the disk and take out both molds and make a measurement with a pair of outside calipers from the base line in mold-slot to the hole in the center of the disk. Caliper from both sides to determine where the variation lies. While this measurement will only be approximate it will determine the cause of your trouble. You should also measure the thickness of each mold-base from base-line to bottom of mold-cell. This will determine whether the fault lies in the mold or in the disk. When the cause is determined, take the matter up with the Mergenthaler Linotype Company.

Helpful Questions and Suggestions.

The following is from a Nebraska operator: "Having secured many valuable hints regarding the operation of the linotype through your columns, I am coming to you for more information, for which I thank you in advance. (1) As to clutch adjustments — when clutch is in action, collar is less than the fifteen-thirty-seconds of an inch from bearing, as correct adjustment requires, and forked lever is more than one-thirty-second of an inch from collar. However, measuring from forked lever past collar to bearing the distance is about correct, machine starts and stops without noise or jar. Should clutch-leathers be dressed down to give correct distances, or should the adjustments remain as they are as long as machine works smoothly? If they should be corrected, why? And what would be the harm in leaving them as they are? (2) When machine is in normal position, power off, should controlling lever be at normal or pushed in? If kept in, would it have a tendency to weaken clutch-spring? (3) Is it all right to use graphite on first-elevator guide where it comes in contact with front-elevator jaw? (4) Is it all right to rub a small amount of oil on surface of jaw-guard? (5) Have been using a thin machine oil on machine until recently, but found that it gummed slightly. Am now using 'Three-in-One.' Is this commonly used, or should the high cost of this oil prohibit its use on all parts of machine? (6) What would cause the last matrix in distributor-box to get into the screws bad? Face of shifter is not gummy or dirty. (7) Hair spaces do not always deliver into receptacle, but on to the floor, or are carried between bands to spaceband-box. Why? (8) Long assembler-rail will not stay in while assembling 'raised' line. Is there a remedy? (9) In the June *Linotype Bulletin* I notice a scheme submitted by L. I. Holliday, of York, Nebraska, whereby he casts ballot squares on two slugs by use of the two characters. Why not have the square on four one-letter matrices or on two two-letter matrices to run in magazine, say in the ffi, ffl, em-quad and em-dash channels, or either two of the four, if two-letter? Thus one would be enabled to run the square in the magazine of any model. The characters would be corner-pieces, instead of the two used by Mr. Holliday, and it seems to me would be better. Perhaps this is already done. If not, why not?"

Answer.— (1) In testing the clutch adjustments, the following is the procedure: One — Shut off power. Two — Draw out controlling lever. Three — Back machine a trifle from normal position. If you find the spaces to be approximately one-thirty-second of an inch between forked lever and collar and fifteen-thirty-seconds of an inch between collar and shaft bearing, it will be all right to let it stand that way, for it would be impossible to maintain these exact spaces always at this place. (2) It is not necessary to push in the controlling lever, except when opening vise or when you desire to stop the machine while it is running. No account is taken of the tendency to weaken springs by allowing them to stand under stress. All springs on the machine are under more or less stress when the machine is at normal position. (3) We believe in the extended use of dry graphite, and recommend its application in the following places in preference to oil: Line-delivery-carriage slideway. The slideways of the transfer slide and the distributor shifter. The first-elevator front jaw where it has contact with the elevator-slide guide. The duplex rail and levers in the first elevator. The second-elevator upper guide and the guide-post and flange on the spaceband intermediate channel. Gibs of the assembling elevator and the ejector-blade. (4) Oil will do no harm on the guide, as there is no chance for it to be transferred to the matrices. If the elevator jaw rubs the guard with much force it indicates that the jaw has been deflected outward. Test it with a matrix, and if found too far from the front jaw, it should be put under the pressure of a machinist's hand clamp until it is brought back to normal position. (5) We believe that ordinary machine oil, such as is sold by the Standard Oil Company in barrel lots for 22½ cents a gallon, is suitable for linotypes. The efficiency of this oil is increased by the addition of a can of Oildag to each gallon of the oil. This Oildag is a compound of deflocculated graphite held in suspension in oil, and when added to the oil increases its lubricating powers. The Inland Printer Technical School was the first to adopt it for use on linotype machines, and finds it gives excellent service with the use of much less oil. Oildag may be purchased from the Acheson Oildag Company, Port Huron, Michigan. We do not recommend Three-in-One oil for keyboard cams. Its tendency to gum makes it undesirable for this purpose. Procure clock oil and use it on the keyboard cams; add ten drops of Oildag to one ounce of clock oil. (6) The seat of the lifter may be worn and may allow the matrix to slip off as it is raised. Try lines repeatedly and note the last matrix. In some cases use thin matrices only and then again use thicker ones. Note if any different action occurs. Also test and see if the buffer touches the matrices evenly. Place a thin space on the second elevator and allow the buffer to just have contact with the matrix; note if it touches evenly at top and bottom, as it should. Polish end of buffer occasionally with graphite. (7) Polish the hair spaces with graphite and they should release and drop into box with more precision. (8) See that the screw in each end of the duplex-rail cap is down tight. This should prevent too free a movement of the long duplex rail. (9) The characters are not used often enough to warrant their being cut for the magazine. Also we believe that if two characters will give the square cell it is better to use two than to have four, as you describe.

Recent Patents on Composing Machinery.

Pot Feeder.— E. E. Spencer, New York city, New York. Filed April 1, 1912. Issued July 9, 1912. No. 1,032,306.

Type Composing Machine.— W. J. Poole, Los Angeles, Cal. Filed March 28, 1911. Issued July 16, 1912. No. 1,032,564.

Electrical Matrix-forming Typecaster.— R. H. Little, Chicago, Illinois. Filed October 2, 1911. Issued July 16, 1912. No. 1,033,024.

Slug-trimming Knives.— H. Drewell, Charlottenburg, Germany, assignor to Schnellsetzmaschinengesellschaft M. B. H., Charlottenburg, Germany. Filed May 8, 1911. Issued July 30, 1912. No. 1,034,089.

Typesetter and Distributor.— H. C. Gammeter, Cleveland, Ohio, assignor to American Multigraph Company, Cleveland, Ohio. Filed March 7, 1904. Issued July 30, 1912. No. 1,034,099.



FROM A PAINTING BY JOHN F. EARHART

The printer-artist, Cincinnati, Ohio

Engraved and printed by The Henry O. Shepard Company, Engravers, Printers and Binders, 632 Sherman Street, Chicago. Duplicate plates for sale.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Photolithography for the Offset Press.

A southern engraving company writes: "Is there any sort of text-book or treatise published upon photolithography, as is used on the offset press? One of our local printers has installed one of the offset presses and is making demands upon us for half-tone and line prints upon the grain zinc, used in working the process. If there is any publication for sale covering this process, will you kindly advise us where it can be secured? If there is not, we certainly would appreciate any information you can give us along the above lines."

Answer.— In reply to many requests, similar to yours, and to benefit not only the photoengravers but the makers and users of offset presses, The Inland Printer Company has now in press a comprehensive work which will supply just this information, and you had better wait for its publication.

Iodin Solvents for Water Solutions.

The expensiveness of iodid of potassium has led many experimenters to seek a substitute for it in making aqueous solutions of iodin for intensification purposes. For, as is well known, iodin is insoluble in water alone. Of course, caustic potash was an obvious suggestion as a solvent, but potash destroys the color of the iodin, which can be restored by the addition of nitric acid. The *British Journal of Photography* makes this sensible and simple suggestion: "As iodin is readily soluble in alcohol, the simplest way is to make a saturated solution in industrial spirit (denatured alcohol) and then dilute this with at least as much water as will prevent the appearance of any greasiness on the film when the plate is immersed. This alcoholic solution of iodin should work as well for the iodin and cyanid solution used in 'cutting.'"

"The Halftone Process," by Julius Verfasser.

The fifth edition of "The Halftone Process," by Verfasser, has just reached this country from Iliffe & Sons, Ltd., London. The book has now grown to 379 pages. It is set in twelve-point and printed on enamel stock, so that it makes a bulky book. The author, besides being a lucid writer from newspaper training, is possibly the best-posted man on the practical side of processwork in the world, so that every page of the work has concentrated in it most valuable information drawn from the treasure-house of costly experience. Then the seven pages of closely printed index, in six-point, gives it great value as a book for quick reference in time of trouble. There is little time just now but to hastily glance through its pages, and the first thing that attracts attention is that the large number of illustrations are stamped with the title of a well-known stock house, which would give one the impression that the book was written around a dealer's catalogue. It is a book that should be in the library of every process-worker, so that when he comes home he can find a solution, most probably, for the problem that has worried him during the day. It can be had through The Inland Printer Company. The price is $3.

Causes for Scum on Enamel Prints.

We have all been troubled by the appearance of scum at times after development of the enamel. So prevalent is it that most etchers always use a clearing solution before submitting the enameled print to the chlorid of iron, either in the "tub" or the etching machine. *Process Work* has been given a number of reasons for it from practical men, which might be tabulated as follows: Imperfect cleaning of the metal; portions of an old print left; the negative not being sufficiently intense, particularly in the shadow dots; the enamel being too thick; enamel solution too new or too old; bad bichromate, or the solution too acid; too long a time between coating the plate and using it; too long a time between printing and developing it; overheating the plate when drying, particularly when it has albumen in it; drying over a poor gas stove when the fumes injure the enamel; fogging the plate by exposing it, at some time after sensitizing and before development, to too much white light; lack of contact in printing; too much heat from the arc lights; too much exposure; underdevelopment when in too much of a hurry; insufficient washing both before and after staining the plate with a dye.

M. Gillot Invented Zinc Etching in Relief.

"Engraver," Boston, writes: "Preparing a lecture that I purpose delivering on 'Modern Engraving Processes,' I can not find in our library information as to who it was that first etched zinc plates in relief. I am familiar with your writings in The Inland Printer, but can not find any reference except to Niepcephore Niepce and his portrait of Cardinal d'Ambroise, but that was etched intaglio. I want the man who first etched in relief."

Answer.— M. Gillot, a lithographic artist of Paris, was undoubtedly the first one to etch zinc in relief, and that was in 1848. He had been drawing on lithographic transfer paper and transferring it to stone, instead of drawing direct on stone, as was then customary. To expedite the stone printing, he hit on the idea of etching the pen-and-ink design he had made in relief on the stone. This he did by etching with nitric acid, and between etchings rolling up the stone with a soft transfer ink that, by applying a little heat from a torch, melted and flowed down the sides of the lines. He experimented in secret, assisted only by his wife, who was also an artist. After six years he exhibited to the Society for the Encouragement of National Industries some exhibits of relief etching on zinc, made, of course,

from lithographic transfers to zinc. He called his process "Gravure Paneconographique." At the Paris Exhibition of 1855 Gillot received the distinction of honorable mention for his process. Artistic Paris ridiculed his invention, and it was only when M. Phillipon, of the *Journal Amusant*, came to the assistance of Gillot, by having all the engraving for his publication made by the new process, that the pioneer of our modern process, with his wife, received his first encouragement. M. Gillot died in 1872, leaving behind the first and most important process establishment in the world.

Recommendations of the I. A. of Photoengravers.

The first report of the Sixteenth Annual Convention of the International Association of Photoengravers, held in Boston, was given in this publication for July. The most important feature of that convention's work was the recommendations as to charges for photoengraving. As a few errors occurred in the haste of sending these from Boston to Chicago, it furnishes the opportunity for printing the recommendations again, as follows:

Inasmuch as cost records prove conclusively that the prevailing selling prices on part of our product are materially below the manufacturing cost, this convention hereby makes the following recommendation:

To all the members of the International Association and photoengravers generally throughout the United States and Canada, with regard to black-and-white work —

That the minimum square inch copper half-tone should not be sold for less than $2.50.

That the minimum coarse-screen zinc newstone should not be sold for less than $1.50.

That the minimum zinc etching should not be sold for less than $1.25.

Further, that for colorwork the minimum charges should be as follows:

Minimum, two-color, square finish half-tone blocks	$16.50
Minimum, two-color, vignette finish half-tone blocks	20.00
Minimum, three-color, square finish half-tone blocks	30.00
Minimum, three-color, vignette finish half-tone blocks	35.00
Minimum, four-color, square finish half-tone blocks	35.00
Minimum, four-color, vignette finish half-tone blocks	40.00

For extra work, such as vignetting, an additional charge will be made, according to the time consumed.

Zinc Ruined by Burning in Enamel.

J. W. D., Cincinnati, writes that his zinc "goes all to pieces" when burning in enamel on it, and wants to know if the trouble is with the zinc and if there is any better zinc than he is using for enamel work.

Answer.— There is now very little difference in the quality of zinc in the market. It all comes from two large companies and is smelted in such large quantities that the differences in the purity of various outputs of ore are lost in manufacture. In the rolling, some sheets may, through carelessness, get hotter than they should and lose their ductility. Zinc is peculiarly affected by temperatures, and, roughly stated, the changes are about as follows: Zinc when cold or at normal temperature is somewhat brittle, but heated above the boiling point of water — 212° F. to 300° F.— it is quite ductile and malleable, and it is at the latter temperature that it should be rolled. At between 300° F. and 400° F. it becomes brittle, and it should never be heated above 400° F. when burning in the enamel, for above 400° F. the character of the metal changes entirely. It becomes brittle, and remains so on cooling. Copper is heated to 700° F. when burning in the enamel upon it, and as some zinc melts at that temperature it can be understood that enamel can never be carbonized on zinc as it is on copper. Neither is there any necessity for burning it in at such a degree of heat if the enamel on zinc is etched quickly in a machine and not allowed the long soaking in watery baths required in the old-fashioned "tub" etching. Zinc should never be heated above 400° F., for the change that takes place at that temperature not only destroys the cohesiveness of the metal, but tends to loosen the enamel from the zinc.

"Positive" and "Negative."

Our various lines of processwork have reached such proportions as business propositions and are being united with lithographic methods in the offset press to such degree, that some effort should be made to get a better understanding of technical terms, so that we may not be confused in our technical language. First we should get right on "positive" and "negative." A "positive" is a picture or image of any kind in which the lights are represented by lights and the shades by shades. A "negative" is exactly the contrary. In it lights are represented by shades and shades by lights. For the offset press a "reversed" transfer is required, not a "negative" transfer, as some lithographers request. A "negative" transfer will give lights where the copy has shades, or white letters where they are black in the copy. What the offset pressman wants is a reversed transfer — that is, one that reads in reverse. The *Harris Monthly*, a clever publication issued by the Harris Automatic Press Company, of Niles, Ohio, devotes a department to the offset press and never makes the mistake of using the word "negative" transfer when a reversed transfer is meant. Some lithographers have been using the word "negative" for "reverse," which they must correct if they want to be understood by the process man.

Engravers' Proofs Should be Honest.

Faking proofs has been denounced in this department as a dishonest act toward the customer and anything but a square deal for the pressman who is expected to imitate the proofs.

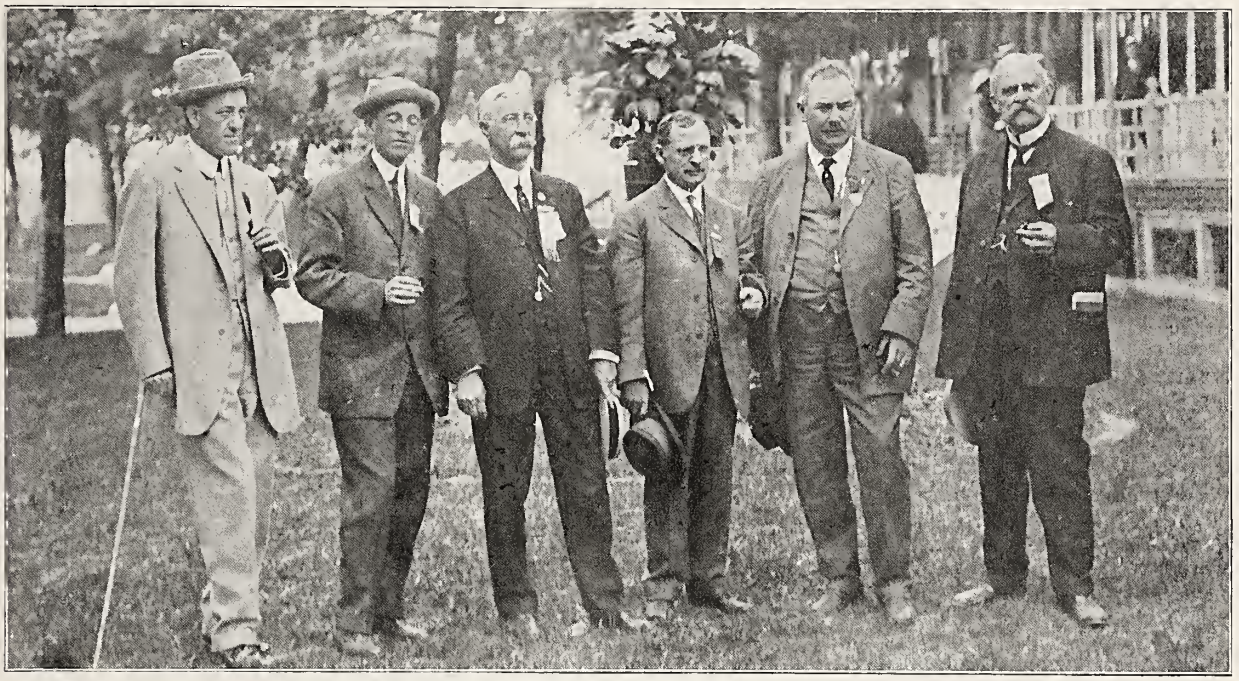
From Milton A. McKee, inventor of "Self-printing Plates," and from Mr. Sinclair, of Sinclair & Valentine, inkmakers, come further complaints in this matter of improper proofs. The inkman's trouble is that printers send him the engraver's proofs of color plates, made on the highest grade of coated paper, together with the set of color plates and samples of the inferior stock on which the color job is to be printed, and then expect him to match with inks the color effects on the glazed paper.

Mr. McKee, being an intensely practical man, covers both complaints with the suggestion that the following plan — which is now the practice with up-to-date publishers — become the general custom in supplying engravers' proofs. Always have the color plates proved upon the paper stock on which the edition is to be run off. This is only fair to all concerned. The customer is not deceived; the inkmaker can match the colors; the pressman has an honest guide to follow, and the engraver will learn something to his advantage in the proper screen to use and the best treatment of the plates to suit the paper on which the job is to be printed. The idea could be profitably carried out in the proving of all engravings, whether half-tone or line. It is of greater benefit to publishers than to any one concerned, so it is to be hoped that the custom will become common for the engraver to supply proofs of his work on the paper stock from which the engravings are to be printed.

Minutes of the Manufacturing Photoengravers.

So much has been said about the high character of the papers read and the discussions which followed at the Boston convention of the International Association of Manufacturing Photoengravers that every one conected with

processwork will appreciate the splendid volume of 187 pages which contains the minutes of these proceedings in detail. It is difficult to select from so much that is excellent, though the following might be pointed out as containing most practical information: "Materials and Equipment," by John M. Keenan, Philadelphia, page 40; "Trade Abuses," N. T. Mears, St. Paul, page 51; "Cooperation," Adolph Jahn, Chicago, page 57; "Getting Better Prices," B. F. Corday, Cleveland, page 74; "Cost Revelations," George H. Benedict, Chicago, page 83; "The Rights of Employer and Employee," A. J. Powers, New York, page 93; "A Solution of the Labor Problem," W. H. Sayward, Boston, page 100; "Honesty in Business," E. D. Moeng, Chicago, page 108; "Color Specialization," Gustav Zeese, New York, page 119; "Photoengraving from a Business Point of View," C. C. Cargill, Grand Rapids, page 124; "The Golden Rule," E. J. Ransom, Winnipeg, page 134; "Organization," Louis Flader, Chicago, page 139; "New Illustrating Processes and Their Effects Upon the Engraving Industry," Charles S. Stinson, Philadelphia, page 145. These sample papers give one an idea of how well repaid delegates were for attendance at the convention. It would seem difficult for future conventions of this association to equal even the standard set by the deliberations in this one.



PRESIDENTS OF THE INTERNATIONAL ASSOCIATION OF PHOTOENGRAVERS.

President E. W. Houser, Ex-President H. C. C. Stiles, Ex-President B. W. Wilson, Presidential Possibility John C. Bragdon, Ex-President Geo. H. Benedict and first President Ward M. Tenney.

Photograph by Edgar.

BOTTLING-UP THE UNDER-CUTTERS.

The Westralian master printers, says the *Australian Typographical Journal*, are approaching the Premier with a request for a charter for an experimental period of two years. The charter asked for, it is claimed by ninety per cent of the firms in the trade, will, if granted, aim at providing that the trade shall be governed by an elective council, representatives of the entire job-printing trade, employers and employees, the Government Printer *(ex officio)* representing the public interest and being vested with authority to veto any attempt at extortion. The duties of the proposed council are defined in a set of regulations, and a memorandum containing a summarized statement of the arguments in favor is being sent the Premier. The council suggested is to consist of five — two employers, two workmen, and the Government Printer — they to have jurisdiction over a defined area for two years, and to be empowered to fix and enforce on all a minimum scale of prices. No scale of prices, however, is asked to be enforced unless the Government Printer, representing the public interest, endorses the same. Further, that it be unlawful for any local printer or resident agent of a foreign firm to quote for work at prices below this rate or scale. The main argument put forward in favor of the suggestion is that it would give the employer a living profit and the employee a living wage. It is also asked that the council have power to punish each breach by a fine recoverable in any court of competent jurisdiction.

"CLEANING UP" METAL THIEVES.

The Composition Club of Chicago is doing an excellent work in a campaign which has for its object the prevention of loss to printing plants through the operation of metal thieves. Within the past few months $100 has been paid in rewards to persons who have given information which has led to the arrest and conviction of these thieves. The club has notices posted in all plants owned by its members offering $50 as a reward for this information, and the effect has been to save hundreds of dollars to the trade by reducing to the minimum thefts of this character. This is only one of the many instances in which organized effort proves its value to business men.

THE STUDY COURSE IN ADVERTISING.

Owing to an unavoidable delay we are unable to give Lesson VIII in "A Study Course in Advertising" this month. It will appear in the September issue, however.

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 34.

According to the calendar, the summer months are over and compositors will feel more inclined to enter another ad.-setting contest than they would have done last June, when the last contest was completed. Notwithstanding the hot weather, however, letters are being constantly received, asking when another contest will be announced, as readers of THE INLAND PRINTER have learned the value to be derived from these friendly competitions in the art of ad.-composition. One of the best features of these contests is that each compositor who enters receives a complete set of all the ads. submitted, affording him an opportunity to examine often as high as two hundred different ways of setting the same copy. For Ad.-setting Contest No. 34 we will have a much larger ad. than any we have heretofore used, and one which will give the compositors a greater opportunity to display their talents. The copy for this ad. was taken from the Uvalde (Tex.) *Leader-News*, as reproduced on page 411 of THE INLAND PRINTER for June, but it is to be set without the illustration and in different shape. Here is the text:

That New Suit.
Let Us Talk It Over.
The Ideal Tailoring Company, Chicago, Ill.
Made to Measure by Men Tailors — The best tailors.

The New Way. The made-to-measure outer garment is a natural result in the evolution of garment manufacture. The woman of to-day is not satisfied with "an average size for the average figure." She demands a particular size for her individual form. Through years of experience in the making of Ladies' Suits and Coats, the Ideal Tailoring Company has perfected its organization to such an extent that special made-to-measure garments are neither an experiment to them nor a risk to the customer.

How It's Done. A large portfolio contains more than seventy-five designs of unquestionable style, the best efforts of the best designers obtainable. In this book are also shown 375 large samples of materials all selected by cloth experts. Any material shown may be made up in any style, and price-list shows clearly the cost of the finished garment. By an accurate system of measurements we are able to fit any figure.

Why Better? Your own selection of style, material, lining and trimming goes into the garment that is made for you, from measures that are yours. This suit that's made for you is better made and better finished than the same grade could be in a ready-to-wear suit, for each garment gets individual attention — not possible where suits are made by the dozen. Every piece of goods is shrunk and inspected before cutting, and every stitch is put in with silk thread, too.

Materials, Styles, Prices. The world's largest retail store would show no greater range of materials suitable for garments of this kind than we show you. Every piece is selected by an expert who knows cloth value and style requirements. Don't for an instant think that all this care and expert work means high-priced products. On the other hand, the perfect system means a saving to you. Better value, fit and finish can be given you by this means than you will get from ordinary ready-to-wear garments.

Our Personal Guaranty. Every garment we deliver must be right in fit and finish. Taking special orders is not an occasion with us — it's a regular business, built by many satisfied patrons. Behind our personal guaranty is the house that makes the suits, whose guaranty covers every point of material and workmanship. We want you to be satisfied and will make it our business to see that you are. We want to sell you again.

Prompt and Efficient Delivery of suits is made in ten days to two weeks after receipt of order. This is not a promise; it is a fact, proven by past dealings. You'll not have to wait indefinitely, as with some so-called "special order" houses. Every step in this made-to-order garment business is accomplished by the aid of men trained to this work — no longer an experiment — and a distinct success.

We Ask You. The Fall Book is now ready. We ask you to look at it. We will gladly explain everything, show you what we can do, and give you prices on anything you need. You'll find us ready to do all we can to get you acquainted with a system of garment-making that's not ordinary. We believe that you will find this a satisfactory solution of many clothes problems.

F. A. Piper Company.
The Store with a Past and Future.
The Store of Quality.

In setting this ad., compositors should bear in mind that this is not an ad. of the Ideal Tailoring Company, but of the F. A. Piper Company, a local concern which handles the clothing of the Ideal make. Instead of being set in a long, narrow space, as in the original, it is to be set two columns wide and six inches deep. Right here is where much of the difficulty arises in making this an attractive ad., and it is a difficulty which compositors are frequently called upon to face. The same rules which have so satisfactorily governed these contests in the past will apply, namely:

1. Set 26½ ems pica wide by 6 inches deep.
2. Each contestant may enter as many specimens as desired.
3. The compositor is at liberty to change the arrangement of the copy, but must neither add nor omit any phrase or words.
4. No illustrative cuts allowed. Material used to be limited to type, border, rule, and such cuts and ornaments as are furnished by type-foundries in series or as parts of border and ornament fonts.
5. Two hundred printed slips of each ad. to be mailed to "O. F. Byxbee, 440 South Dearborn street, Chicago."
6. Use black ink on white paper, 5½ inches wide by 7½ inches deep, *exactly*.
7. Write plainly or print name of compositor on one slip only, which should be enclosed in the package.
8. Each contestant must enclose 20 cents in 2-cent stamps or coin, to cover the cost of mailing to him a complete set of the specimens submitted. Canadian dimes may be used, but not Canadian stamps. If two or more designs are entered, no extra stamps will be required.
9. All specimens must reach me not later than October 25, 1912.

Compositors should not take too great advantage of the liberty allowed in Rule 3. It is not intended that the copy should be twisted about until almost unrecognizable, and it is not possible to form a rule which shall state definitely just how far a compositor may go in this respect, but in making changes it is best to consider that the copy was submitted by a regular advertiser who thinks he knows what he wants, and unless a change can be made that will be a marked improvement, and one for which a good reason can be given, then it is better not to change it at all. In the past, where the changes have been many, compositors have

found that they lost votes, and no liberties should be taken with the copy which would have a tendency to reduce the number of points which an ad. would otherwise receive. On the other hand, the latter part of this same rule is not intended to prevent the omission of punctuation-marks, or the abbreviation of "company," or similar common abbreviations, if the compositor desires. As stated in the rules, the sheet with the compositor's name and address, and the stamps or coin, should be enclosed in the package of ads., and not sent in a letter; in fact, it is better not to write a letter at all. The usual plan of designating the best ads. will be followed. A complete set of all the specimens submitted will be mailed to each compositor within a few days after the close of the contest, and the compositors themselves will act as judges, each being requested to select which, in his judgment, are the best three ads., and those receiving the largest number of points will be reproduced in THE INLAND PRINTER, together with the photographs and brief biographical sketches of the compositors who set them. Three points will be accorded each ad. selected for first place, two points for each second choice, and one point for each third. Contestants should read the rules very carefully, and see that each provision is fully complied with, as failure to meet the conditions may debar their work. Special care should be taken to have the size of the paper correct, as one ad. on paper too long or too wide would make every set inconvenient to handle, and any such will be thrown out. Particular note should also be made of the closing date, as ads. received too late can not be accepted. Where a compositor enters two or more ads., each set of specimens should be wrapped separately and all enclosed in one package. THE INLAND PRINTER is able to reproduce only a limited number of the ads. submitted, so that those who do not participate are missing much of the benefit to be derived from a study of the various styles of display in a complete set. There will be two hundred sets of ads., and should the number of contestants be unusually large the sets will be given to the first two hundred who enter, so that the advisability of submitting specimens early is apparent.

Utilizing Unusual Occurrences for Advertising.

One of the successful papers of Illinois — the Gibson *Courier*, published at Gibson City — never loses an opportunity to call attention to anything out of the ordinary

THIS is the kind of town that produces THE GIBSON COURIER, and the Courier is the kind of newspaper that has such a high standing in the estimation of the public that it reflects its prestige upon the town. The Courier's high standing with its readers and advertisers is due to the completeness and accuracy with which it reports the news of its field; to the high moral and literary standard that it has always maintained; and to its handsome and distinctive typographical appearance. The circulation of the Courier is 1600 copies weekly.

High-class advertising blotter, by the Gibson (Ill.) *Courier*.

that reflects credit upon its standing as a newspaper or as an advertising medium, or upon the quality of the work produced in its job department. Recently an expert advertising man, who is constantly moving from city to city, was conducting a special sale in Gibson City and had occasion to get some printing done by the *Courier*. This man said: "I have never seen anywhere in any town of this size a printing outfit to compare with this one, and I have been in a lot of towns." This was used to excellent advantage as a text for a circular. Next came an article on the first page of the *Courier* showing how Gibson City was making a substantial and continual growth. This first page was reprinted on attractive stock, the sides and bottom of the page trimmed off, leaving the portion shown in the reproduction, which was sent out to prospective advertisers with



HE GIBSON COURIE

GIBSON CITY, FORD COUNTY, ILLINOIS, FRIDAY, JULY 19, 1912.

GIBSON CITY MAKING STEADY AND SUBSTANTIAL PROGRESS

The Gibson (Ill.) *Courier* — Showing how the first page was used as a boosting circular.

a little circular. It is these unusual things which attract the most attention, and the *Courier* evidently does not overlook many such opportunities.

Special Editions.

A very bulky "Special Booster Edition" was published by the Concordia (Kan.) *Blade and Empire* a few weeks ago. It consisted of eighty-four four-column pages and cover, and was a very creditable number from every standpoint. Another special issue was the "Special Interurban and Campaign Edition" of the Dearborn (Mo.) *Democrat*. This was a double number, as the *Democrat* skipped an issue in order to give it more attention. The object of the number was also double, as it was partly of a political nature and partly to celebrate the near completion of the interurban trolley.

Minimum Advertising Rate Again.

Grant Harris, publisher of the Wakita (Okla.) *Herald*, is inclined to take exception to a rate-card published a few months ago in THE INLAND PRINTER. He says: "I notice a rate-card in the June number for country papers of eight hundred circulation in which you give the price they should receive for ads. at 25 cents per inch. Do you really suppose there is a paper of that class in the United States that receives 25 cents per inch? My paper is in that class, and in this country is considered above the average, but I don't get 25 cents per inch — in fact, only half of that from regular advertisers, and absolutely no foreign ads., as I refuse to take them at less than 10 cents an inch, and the big advertisers refuse to pay that price in a paper with less than one thousand circulation." The rate-card Mr. Harris

refers to calls for 25 cents for one inch one time, and grades from that point down to 6 cents, where an advertiser uses one thousand inches or over within a year. An advertiser only has to use one hundred inches (which is only two inches each issue for a year — or any similar contract) in order to get a rate of 11 cents, and if he uses two hundred and fifty inches his advertising will only cost him 8½ cents an inch. This is certainly getting advertising rates down to the lowest notch, and, as stated in the June issue, if a publisher can not get circulation enough to command these prices, then it will be better for him to look for another field. If the *Herald* can secure a flat rate of 12½ cents, as indicated in the letter of Mr. Harris, it is getting a very good price for a circulation of less than one thousand, and a much better price than THE INLAND PRINTER advocated in June.

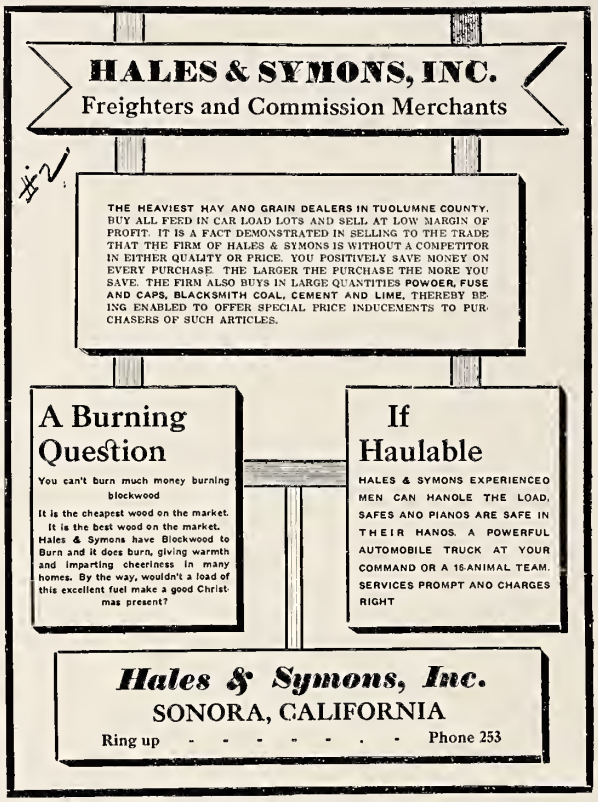
More Fast Work on the Ads.

This question of who can set the best ads. in the shortest time is creating a great deal of interest and is resolving itself into something of the nature of a contest. If I could believe all the stories that are told me there would be very little chance for the average compositor, but the stated time on some ads. received this month is so far beyond reason that I have written for more definite information



No. 1.— From the Modesto (Cal.) *Herald*. Full-page ad. said to have been laid out and set in two and a half hours, from manuscript copy.

before publishing them. Alfred Steinman, whose name has become familiar to readers of this department, sends a full page from the Modesto (Cal.) *Herald* (No. 1) which he states was laid out and set in two and a half hours, from manuscript copy, the latter being also sent in his letter. Of course all of the body matter, including the large number of gothic headings, was set on the machine, but even so it must be conceded that this was rapid work. Another full-page ad. comes from the Columbus (Ind.) *Republican*, and was set by J. T. Frazer, who asks how much time should be required in its composition. Unfortunately the ad. was printed on yellow paper, making its reproduction practically impossible, but it has about the same amount of matter as No. 1, except that there are a number of small panels, and the time required should be between three and four hours. Still another lot of ads., in which the question of time enters, comes from L. H. Bowen, of



No. 2.— Three-column ad. Set by L. H. Bowen, of Sonora, California. Fifty minutes is given as the time consumed in the composition.

Sonora, California. Mr. Bowen's work shows much originality, but most of his ads. are too ornamental. No. 2, which is one of his, is not as ornamental as some of the others, and is one of his best specimens. This ad. is said to have been set in fifty minutes. The time stated on the rest of Mr. Bowen's ads. runs about the same proportion. Many of our readers will want to know how this is possible.

Achievements of an Enterprising Daily.

R. D. Van Alstin, the general manager of the *Rockingham Daily Record*, Harrisonburg, Virginia, has accomplished some phenomenal things with his paper before and since it was established, about a year ago. Many publishers are familiar with the fact that the plant for the *Record* was purchased and installed within thirty days from the time Mr. Van Alstin took charge of its affairs last August, and the paper started with over two thousand subscribers, all paid in advance. It now has a paid circulation in excess of eight thousand, and all of its advertising matter carries a paragraph headed, "Our Undisputed Claim," reading thus: "A larger paid circulation than the paid circulation of the other two local papers combined." We regret that we can not photograph some of the series of blotters which the *Record* has found to aid materially in influencing advertisers. These blotters are issued weekly from the job department of the paper. In a recent letter Mr. Van Alstin says: "The advertising patronage of the *Record* is most gratifying. Nearly all of the leading merchants of the

city use the *Record* exclusively, and with the few exceptions, every merchant advertising at all uses the *Record* more than he does both of the other papers. Harrisonburg, while having a population of only five thousand, has three daily papers. The *Record* has claimed for months a larger circulation than both of the other papers combined, and this claim has never been disputed. By actual measurement it has been proven that the *Record* carries more display advertising than both of the other local papers combined, and the rate asked for advertising is higher than the combined rate of both of the other local papers." The reference to the rate for advertising being high as well as the quantity being in excess of that carried by both of the other local papers, shows that it is not necessary to cut rates in order to secure business. The success of the *Record* is undoubtedly due to the enterprise and progressiveness of its manager. Conditions vary, but what has been done in Harrisonburg could be duplicated in many other communities if the proper energy is put back of the enterprise.

Editing a Country Newspaper.

Here is a letter asking some important questions relative to the editing of a country newspaper:

ST. CLAIR, MICHIGAN, July 31, 1912.

DEAR MR. BYXBEE,— I take the liberty, as a subscriber to your worthy magazine, to ask a few questions on newspaper work.

What kind of a writer has a person got to be to run a good country paper? Does personal comment by the editor on local affairs, and nonsensical philosophy along with personals and locals, produce a good weekly?

Don't you think that news, written in simple style, just as it occurs, is what will satisfy readers in general?

Does a country paper that delves in politics serve the people as well as one that is strictly out of it and doesn't boost either party? Don't you think that a paper gets "in wrong" by hollering too loud on politics, unless the editor is after some political office?

What literature have you that will tell a beginner how and what to write about?

Thanking you in advance, I am,

Sincerely yours, RAY A. THOMSON.

These questions certainly strike at the root of successful country newspaper work from the editorial standpoint. It is not necessary for the editor of the country newspaper to have a college education in order properly to handle the news columns. He really should have a few years of high school, including at least a couple of years of "English," as he will then be much better fitted, not only to write himself, but to edit the letters from his correspondents and to handle his business correspondence. What the subscriber wants most of all is the news, plain and unvarnished, with just as much detail as possible. Editorial comments on local affairs should be run in the editorial column. Right here is where a good many editors make a grave mistake — they are unable to distinguish between the part of a local story which is news and the part which is editorial opinion. Many editorial pages are made up of clippings from exchanges, or of the political opinions of the national daily press, when it would be very easy to have at least a column every issue of comment on local news. These comments are included in the local story where they do not belong. When writing the local story, if the editor is constrained to express a personal opinion, jot it down right then on a separate sheet of paper and run it on the editorial page. When run in this way they reflect more credit on the editor and on the paper, and the man in charge comes to be looked upon as a man with opinions. As to the "nonsensical philosophy," if published at all, this should be in a separate department also. A column of this kind is appreciated by many readers and is a good thing, but it should not be forced upon every reader by interspersing such paragraphs with the news items. There is no question but that some papers go in too heavily for politics, but it is well, on the other hand, to take a stand for what the editor considers the right candidates, running an independent paper. In small towns party lines are frequently drawn very closely, and it is not good business policy to antagonize either side where the candidates are all good men. The editor should not give the impression that he is afraid to express an opinion, but he should not make himself and his paper objectionable by continually waving a red flag before an enraged portion of his community. There is a book on this subject that may be of some assistance. This is "Writing for the Press," which can be furnished by The Inland Printer Company, paper bound, for 60 cents.

Which Is the Better Ad.?

Here are two half-page ads. (Nos. 3 and 4) from Hugh M. Young, of the Pilot Mound (Man.) *Sentinel*, one of which was set by Mr. Young and the other by the proprietor of the *Sentinel*. Each claims to have the better ad., but Mr. Young does not state which of the ads. belongs to him. Neither of the ads. is particularly good, in fact not as good as some other samples of Mr. Young's work which were enclosed. No. 3 is unquestionably the better of the two, as it has a more prominent heading and is well balanced throughout. The wide margins at the sides of No. 4 are bad, and the ornaments at each end of the signa-



Opening of New Cash Store

A VERY HEARTY INVITATION is extended to you to visit our New Store, Opening Day, SATURDAY JUNE FIRST, 1912. Having decided on opening in the GENERAL STORE BUSINESS in PILOT MOUND, we have secured the building formerly occupied by Chalmers & Watson. This building has been thoroughly overhauled: two coats of new paint, counters, tables, shelving, etc., have been added, which makes one of the brightest and most up-to-date store buildings in Southern Manitoba. For two weeks the whole staff has been working from early morning till late at night, opening, marking and putting in place numerous bales of new merchandise. The store is fairly flooded with new goods, and more are arriving every day. We will carry a complete stock in the following lines:

DRY GOODS, LADIES' READY-TO-WEAR, MEN'S FURNISHINGS, BOOTS & SHOES, CROCKERY, GLASSWARE, GROCERIES, ETC.

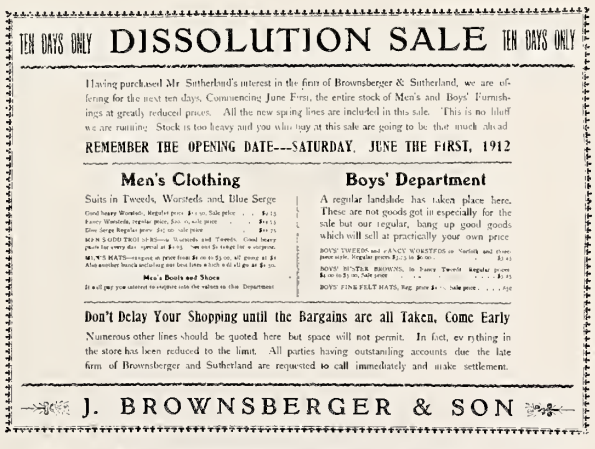
WE understand that the people in this district are prosperous and well-to-do, and have the really cash, so we have decided to conduct a CASH BUSINESS. This will enable us to buy for cash, take our discounts and avoid long waits, bad accounts and bookkeeper's salary, thus giving to customers the benefit of much lower prices. We have marked everything right down to cash prices. We trust that with honest and courteous treatment we will merit a large share of your patronage. Our aim: To Please Customers. Butter and Eggs taken as cash at highest market prices. Remember the opening day

Saturday, June First

S. W. McCULLOUGH & CO.

Telephone No. 3. Railway Street Pilot Mound, Man.

No. 3.— From the Pilot Mound (Man.) *Sentinel*. Is it a better ad. than No. 4?



TEN DAYS ONLY **DISSOLUTION SALE** TEN DAYS ONLY

Having purchased Mr Sutherland's interest in the firm of Brownsberger & Sutherland, we are offering for the next ten days, Commencing June First, the entire stock of Men's and Boys' Furnishings at greatly reduced prices. All the new spring lines are included in this sale. This is no bluff we are running. Stock is too heavy and you who buy at this sale are going to be that much ahead

REMEMBER THE OPENING DATE---SATURDAY, JUNE THE FIRST, 1912

Men's Clothing

Suits in Tweeds, Worsteds and Blue Serge

Good heavy Worsted... Regular price $14.00. Sale price ... $10.75

Fancy Worsteds, regular price, $10.00, sale price ... $7.75

Fine large Regular price $15.00, sale price ... $11.75

MEN'S GOOD TROUSERS—Worsteds and Tweeds. Good heavy goods for every day wear at $1.75. You can't go wrong on a purchase.

MEN'S HATS—ranging in price from $2.00 to $3.00, all going at $1.50

Also another bunch including our best lines which sell all right at $2.50.

Men's Boots and Shoes

It will pay you interest to explore into the values in this Department

Boys' Department

A regular landslide has taken place here. These are not goods got in especially for the sale but our regular, hang up good goods which will sell at practically your own price

BOYS' TWEEDS and FANCY WORSTEDS in Norfolk and knee pant style. Regular prices $2.75 to $6.00 ... $1.95

BOYS' WINTER BROWNS, in Fancy Tweeds. Regular prices $4.00 to $5.00. Sale price ... $2.95

BOYS' FINE FELT HATS, Reg. price $2.00, sale price ... .98

Don't Delay Your Shopping until the Bargains are all Taken, Come Early

Numerous other lines should be quoted here but space will not permit. In fact, everything in the store has been reduced to the limit. All parties having outstanding accounts due the late firm of Brownsberger and Sutherland are requested to call immediately and make settlement.

J. BROWNSBERGER & SON

No. 4.— From the Pilot Mound (Man.) *Sentinel*. Claimed to be better composition than No. 3.

ture do not help, although these give evidence that the man who set it must have recognized the deficiency. If the second display line and the one starting "Don't Delay," as well as the signature, had been run across the page it would have been much better.

"Smaller but Bigger."

With this paradoxical statement the Fort Plain (N. Y.) *Standard* announces its change from a nine-column folio to a seven-column quarto, and in the initial issue of the new size publishes the first double-page ad. ever printed in Fort Plain.

Criticism of Ad. Display.

Several good ads. were received this month from Ray A. Thomson, of the St. Clair (Mich.) *Republican*, two of which (Nos. 5 and 6) are reproduced. The best feature of No. 5 is the prominent display line at the top, which, though, is a little too prominent. If the body had been reduced sufficiently to allow stronger display of the phrase, "We have cut the prices one-fifth to one-half from our regular low prices," it would have been better. No. 6 shows



No. 5.— Set by Ray A. Thompson, of the St. Clair (Mich.) *Republican*.

an effective panel arrangement. The plan should have been carried through to the bottom, particularly as to the signature, as the ad. is a little top-heavy. Ralph A. Thomson, also of St. Clair, Michigan, sends a large number of small ads. that are set in good taste throughout. No unusual or elaborate arrangements are attempted, but each ad. is evidently given careful thought, and set so as to bring out the proper features.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Pentecostal Messenger, Pilot Point, Texas.— A nicely printed and well-arranged little paper. For the size of type and the width of columns it would be better if you used twelve points instead of six points space between the columns.



No. 6.— Set by Ray A. Thompson, of the St. Clair (Mich.) *Republican*.

Anthony (Kan.) *Republican*.— Foot slugs at the bottoms of plate columns are allowed to work up which disfigure many of the pages. These slugs are usually a little too high and this trouble may be avoided to some extent by shaving them off with a knife. Your first page is very creditable and would look even better if two or three larger heads were used at the tops of columns. It is fourteen years since the *Republican* was first criticised in this department, and it has been coming back for more every few years ever since.

OTHERWISE IT WOULDN'T MATTER.

H. H. Scott, of Orlingdon, Virginia, arrived at the Dixie hotel, Titusville, on Tuesday, on the unpleasant duty of defending his son, Charley Scott, who is in jail, charged with the very serious offense of having murdered Lars Jorgensen, at Grant. It is said that Mr. Scott comes from one of Virginia's best families, so we hope his son did not commit the murder.— *Florida East Coast Advocate*.

[A subscriber, in forwarding the above clipping, says that it "closes in a way that may make it worthy of a place in 'B. L. T. Pickups.'"]

Written for THE INLAND PRINTER.

THE COST OF THE SOLD INCH.

BY J. C. MORRISON, MORRIS, MINNESOTA.

I INSTALLED a Porte cost system in my office on May 1, 1911, and was amazed when I found that the cost of the issue of the *Tribune* that week was $91.35. For a long time I would not believe the truth, but each week those newspaper tickets continued to run from $70 to $90. I finally accepted the verdict of the cost system as true, and began hunting for the remedy, for I was losing money on the newspaper. The dull season was on, and I consoled myself with the thought that when advertising picked up in the fall the paper would show a profit. But when fall business did improve, the cost of the paper ran up and the more business I had the more money I lost.

The conclusion was then irresistibly borne in upon me that I could not load enough advertising into the paper at my rates to make it pay.

I was printing a six-column quarto, all home-print, one thousand copies, and my rate was 8 cents flat. I raised the rate to 10 cents, though I knew it was not high enough; but I did not want to make any radical change until I was absolutely sure of my ground, for I wanted a rate that I could stick to with no misgivings and which I would uphold in the face of possible declining business.

The researches made by Charles A. Wales, of Portal, North Dakota, in which he showed that the cost of carrying advertising was 15 cents an inch, interested me, and also the researches of E. K. Whiting, of Owatonna, Minnesota, who in an able article in the *Ben Franklin Messenger* for October, 1911, maintained that the cost of the sold inch was from 9.7 cents to 19.3 cents. But, while great credit is due to these men, I felt that there was some vital element which they had not grasped. The fallacy in Mr. Wales' argument was the fallacy of the flat rate, while Mr. Whiting made the cost depend too directly on the amount of advertising run.

The key to the solution of my problem came to me one evening as I was outlining the difficulties of the problem to a friend when I stated to him: "The trouble with our advertisers to-day is that they expect to run their advertisements two weeks in the year and expect us to run on wind for the other fifty weeks."

Having thus grasped the fundamental difference between the regular advertisement and the occasional advertisement I went to work on my records.

The total cost of producing the *Tribune* from May 1, 1911, to May 1, 1912, as shown by the fifty-two tickets with costs reconciled to the costs in my office (and this is within two per cent of the cost as shown by my cash-book in real money), was $3,333.57, which I drew off into separate items from the tickets, as follows:

Stock, stockwork and ink	$ 241.25
Machine composition	1,132.12
Pulling proof, etc.	30.15
Hand composition, legals	94.42
Hand composition, ads.	300.00
Make-up	317.42
Cylinder press	359.21
Bindery	313.15
Editing, correspondence, plates, etc.	545.85
Total	$3,333.57

I then proceeded on the theory that the publisher should have his subscription receipts as profit, and that the display advertisements, legal notices, locals and want ads. should pay the cost of producing the newspaper. Some publishers may disagree with me in this and adopt some other basis. That is another story, and my present discussion will apply no matter what basis is adopted.

I may as well state here that if the total cost of producing the paper is charged against the display advertising, the cost of producing the 17,836 inches which appeared in the *Tribune* last year was 19 cents an inch; and if only that part of the cost which is left after deducting the receipts from locals and legals is charged against the display advertising, then the cost was 13 cents an inch. If I could be assured of the same amount of business on a flat 13-cent rate that I had on the 8-cent rate, then the 13-cent flat rate would be remunerative. But I was satisfied that with such a raise in rates the demoralizing effect of the flat rate would become more pronounced.

In order to escape the obvious injustice of saying that it costs the same to carry the advertisement which is furnished in plate form and runs a long period as it does to carry the advertisement which is set up in the office and runs only once, we must further analyze the cost into the two easily separated factors:

1. The cost of composition.
2. The cost of the "white space" which an advertisement occupies, modified by the regularity of insertion, for the occasional advertiser should pay his portion of the cost of producing the newspaper when he is not advertising, in order to insure its continuance and serve him whenever he wishes to use it.

The cost of advertising composition in my office has been found to be 6 cents an inch. This was determined from records kept for about three months, the compositor entering on his ticket the time used in setting each advertisement. The total number of inches set was then measured and the time charged at 90 cents an hour (which is the cost in my office), giving nearly 6 cents for composition. As part of the cost of make-up should be borne directly by the advertiser and charged in with the cost of composition, I made this cost an even 6 cents.

In order to find the cost of the sold inch, we must next find the cost of the white space which an advertisement occupies, or the "white inch," and then when we come to build an advertising rate we can load on the cost of composition, for we have determined that —

Total cost of paper		$3,333.57
The cost of ad. composition plus one-half the cost of make-up (which is properly chargeable against the ads.)	$ 479.60	
Total receipts from legals, $714.03, less $94.42 (legal composition)	620.45	
Total receipts from locals	397.65	
	$1,497.70	
Deducting above items		1,497.70
Leaving as the cost of the paper, which must be borne exclusively by display advertising		$1,835.87

Now we come to another question on which publishers will differ — the question of how much advertising a paper should carry. The more commonly accepted basis, however, is twenty columns of advertising to a six-column quarto. Last year the *Tribune* carried an average of nearly eighteen columns, but it ran as low as twelve and as high as I could crowd in. I kept away from twelve pages, except on two issues.

Taking this basis of twenty columns then, and dividing it into $1,835.87, we have the cost of producing this much white space as 8.6 cents an inch. This simply means that

if we had had twenty columns of steady advertising and had received 8.6 cents an inch for it, plus the cost of composition, the *Tribune* would have made money last year.

Our next task was to list every bit of advertising which appeared in the *Tribune* from May 1, 1911, to May 1, 1912, and every advertisement was put in one of the following classes, and the number of inches of each class determined as follows:

	Inches.
One-year ads.	9,776
Nine-months ads.	1,013
Six-months ads.	1,285
Three-months ads.	700
Two-months ads.	1,335
Four-weeks ads.	590
Three-weeks ads.	550
Two-weeks ads.	1,370
One-week ads.	1,117
Total	17,836

It will perhaps be clear to every one that the cost of carrying the one-year advertisements was just the same as the cost of producing the white space, or 8.6 cents. If we had twenty columns of these yearly advertisements, we could make money, but the advertisers which we have are not to blame because we do not have the twenty columns each week. They have done their part.

The cost of carrying the occasional advertisements, on the other hand, is the cost of producing the white space which they occupy, plus the cost of producing the space which they did not occupy but which we always had ready for them. This loads all the deficiency upon the occasional advertiser, but that is where it belongs, because, if we did not have to be prepared to take care of him, we could print a paper of the exact size the regular advertisers demanded.

Tabulating our data in accordance with these principles we have:

Total cost of ad. space		$1,835.87
Yearly ads., 9,776 inches, at 8.6 cents	$ 840.74	
Occasional ads., 8,060 inches, at 8.6 cents	693.16	
		1,533.90
Deficiency against occasional ads		$ 291.97

The question which now confronts us is how to divide this deficiency of $291.97 against the different classes of occasional advertising.

I accordingly went to my records again and computed the "peak-load demands" of each advertiser in each class. By "peak-load" demand I mean each customer's highest single demand multiplied by the times necessary to complete the year. This gives the occasional advertiser credit for every time he used the space which it was necessary to produce for him. Computing the peak demand for each class of advertising we can add them all to get the total peak demand and then find what percentage the peak demand of each class bears to the total peak demand.

Since this "peak-load demand" is so important a part of the system which I am advocating, let me say that it is an expression borrowed from mechanics with which all my readers may not be familiar. An engine of a given horse-power will draw a certain number of tons along a level roadway. But in order to draw its train up a grade and over the "peak" it must have additional horse-power in reserve. The amount of this additional horse-power needed to carry a train over the "peak" is known as the "peak demand." So a newspaper of a certain size and produced at a certain cost can carry a steady load of advertising, but if it is to be ever ready to carry a heavier load, it must constantly produce more space than would otherwise be needed. That is, the paper must be larger in order to meet any "peak" in the way of advertisers' demands. Nearly every publisher has had the experience of his advertising jumping from twelve columns to twenty-four columns from one week to another.

In the following table each class is given credit for its used space and the peak demand of each class is computed. The used space is first charged at 8.6 cents, the deficiency is then distributed in proportion to the peak demand, and the total cost is divided by the number of inches to get the rate. Composition for one time only is then added at 6 cents an inch, giving the total rate.

PERIOD.	Used, inches.	Peak demand (inches).	Per cent of peak demand.	Used at 8.6 cents.	Distribution.	Total cost.	Cost rate of white space.	Comp. once at 6 cents.	Total rate.
9 months	1,013	398	1	$ 87.12	$ 2.92	$ 90.14	$.089	$.000	$ .09
6 months	1,285	1,285	2	110.51	5.84	116.35	.091	.000	.09
3 months	700	2,440	3	60.20	8.76	68.96	.099	.005	.10
2 months	1,335	6,858	9	114.81	26.28	141.09	.108	.007	.12
4 weeks	590	6,384	9	51.74	26.28	78.02	.132	.015	.15
3 weeks	550	2,040	3	47.30	8.76	56.06	.102	.020	.14
2 weeks	1,370	14,190	19	117.82	55.47	173.29	.126	.030	.16
1 week	1,217	40,144	54	104.66	157.66	262.32	.215	.060	.28
				$694.16	$291.97	$986.23			

To the inexperienced it might appear that the system has failed because in the table above the cost of carrying the three-weeks advertisements is shown to be smaller than the cost of carrying the four-weeks advertisements, but to the experienced this will only appeal as a stronger proof that the system is right. The "peak demand" of the four-weeks advertisements happened to be much greater than the "peak demand" of the advertisements which run only three weeks, and so had to carry a much greater part of the deficiency when it was distributed. A similar phenomenon will sometimes happen in the distribution of overhead charges against the different departments of the mechanical costs.

Bear in mind that we are not figuring (yet) on what advertising will cost during 1912, but on what it did cost during 1911. To know what it will cost approximately during 1912 we should have the rates of what it did cost during several years previously and then average them. But these figures are not available, and so we must make the best use that we can of the figures for this one year.

But the figures do demonstrate beyond the peradventure of a doubt that the flat rate even as applied to plate-matter is pernicious, and if it is adhered to, either the publisher will lose money or the long-term advertiser will pay too high a rate.

When advertisements have to be set up, the injustice of the flat rate is still more startling, and since composition is so large a part of the cost of advertising in a country paper, the cost of composition should either be charged directly to the advertiser or sugar-coated and loaded into the rate, as is shown in the attached table.

In this table of proposed rates, I have arbitrarily harmonized the charges for space, instead of leaving them irregularly as the costs for 1911 showed. I have made them so as to produce the same amount of revenue, and at about the average which I believe they would show if costs had been worked out for several years. I have raised the six-months and the three-months rate each 1 cent, reduced the four-weeks charge 1 cent, reduced the three-weeks 4 cents, the two-weeks 3 cents and reduced the one-week

rate 3 cents. Composition is then added to the plate rate at 6 cents an inch.

	1 yr.	9 mos.	6 mos.	3 mos.	2 mos.	4 wks.	3 wks.	2 wks.	1 wk.
Plate	.09	.09	.10	.11	.11	.12	.14	.16	.19
Set once	.10	.10	.11	.12	.12	.13	.16	.19	.25
Set twice	.10	.10	.11	.12	.12	.15	.18	.22	
Set three times	.10	.10	.11	.12	.13	.17	.20		
Set four times	.10	.10	.11	.13	.14	.18			
Set eight times	.10	.11	.12	.15	.17				
Set thirteen times	.11	.11	.13	.17					
Set twenty-six times	.12	.13	.16						
Set fifty-two times	.15								

This I regard as the only scientific rate for advertising based upon the cost of production which my paper can offer.

You may note that I have paid no attention to the size of the advertisements. I have not for the reason that the composition charge takes care of the difference in size, so far as composition cost is concerned, while the difference in office work is taken care of in overhead charges, anyway. There should, of course, be a minimum charge.

"B. L. T." PICKUPS.

THIS USUALLY HAPPENS IN KENOSHA.

The dead man made an attempt to swim to the shore, but as he was heavily clothed he covered only a short distance.— *Monmouth Atlas.*

AND A GOOD ONE.

Born to Mr. and Mrs. Floyd Wixon a daughter. Mr. Wixon is one of the operators here.— *South Bend News.*

"THE SECOND POST."

A paint manufacturer recently received the following letter: "Gentlemen — Will you please send us some of your striped paint. We want just enough for one barber pole." — *Southern Textile Bulletin.*

THE POWER OF THE PRESS.

Willard Brewer, publisher of the *Daily Press*, collided with a street car on Niles avenue, near Michigan, late Thursday night, badly damaging the car.— *St. Joe (Mich.) Herald.*

?

Wanted — Position to do housework by widow with child twelve years old. Object, something more than big wages.—*Peoria Star.*

WHERE WOULD THE PANTRY SLEEP?

Wanted — Lady to share room with two beds and kitchen. Rent reasonable.— *Corpus Christi Democrat.*

ZERO IN ENTERTAINMENT.

Messrs. Louis R. and Frank Cass, of Westville, were visitors in the city last evening, remaining to witness the rank work in the K. of P. lodge.— *Michigan City News.*

MUST HAVE BEEN POETA PANTS.

His eyes met hers with a steady glance before which her defiant gaze fell. He could see her breath coming quickly in short, agonized pants.— *Meta Simmins, in the American.*

OF COURSE.

Mr. and Mrs. Henry Jurgensen are the happy parents of a son, who arrived yesterday morning. Mr. Jurgenson, the father of course, is employed as clerk in the lower Lake Erie yards.— *Michigan City Dispatch.*

THE CRAWL DIRECT.

Instead of telling around the country that Walter Jensen took Saw Logs from us it was our selves, Jim and William Jensen that took Saw Logs from Walter Jensen. Signed, Jim and William Jensen.— *Sleepy Eye (Minn.) Herald-Dispatch.*

THE HEIGHT OF AFFLUENCE.

Personal — On and after date, Wednesday, July 10, 1912, I will be responsible for any debts contracted except by myself.— *W. G. N.*

FELICITATIONS!

Heaven bless and reward them!

gdchN !Tk$8tI guzonMH e et sh eta shrdluuu.— *Marion Harland's department, Record-Herald.*

[To which we beg to add the w. k. Greek salutation: ETAOIN! ETAOIN! ETAOIN!]

— *Line-o'-Type or Two, Chicago Tribune.*

THE TALE OF AN AD.

BY A. H. MCQUILKIN.

I am an ad., and far and wide
I seek for those that need me;
One cent a pound, my touring charge,
Inviting all to heed me.

And every one who heeds my tale
Writes letters with due care,
Spending two cents for postage-stamps,
That to my source repair.

My home replies for two cents more,
With other literature,
The rate for which is made by guess,
But quite enough I'm sure.

My letters bring a catalogue,
From which the readers see
Some other facts and write again
To learn some more by me.

Thus back and forth the letters go —
The least one costs a cent;
If I were given half my due
I'm sure I'd be content.

The order that I aimed to get
Is sent for two cents more;
The answer that it is received
Makes this transaction four.

The goods are shipped, a letter then
The invoice does convey,
And other letters both ways flit
For two cents either way.

A check is sent, two cents are paid;
Two cents bring a receipt —
Thus from one reader I, an ad.,
Do make my work complete.

The P. O. seeks to hinder me —
To make me go by freight,
Or if I travel in the mail
To double-charge my rate.

In magazines my usefulness
Endures sometimes for years,
But here the rules discriminate —
And hence my bitter tears.

To load my back with debts not mine —
To take my work away —
All commerce surely shall afflict
My toil thus to betray.

The hand that strikes the hand that gives,
Or closes out the light,
May have the power to work me ill,
But neither law nor right.

Ho, ye of paper, ink and type!
Ho, printers, binders, all!
Rally and save me — stoutly fight
With votes against my fall.

Written for THE INLAND PRINTER.

OUR COST SYSTEM.

BY FRANZ A. HUNT.

I HAVE been asked several times by different printers about our cost system, which started on April 1, 1912. I attended the New England Cost Congress, held at Boston in October, 1911, and since that time my partner, Mr. Gilpin, and myself discussed cost systems in general, and finally worked out a system which I will explain here.

Previous to April 1, we had been using a pencil time-ticket — that is, a workman's daily time-card giving space for name and date, job number, and kind of operation.



FRANZ A. HUNT.

The working hours were divided into 15-minute spaces. When Jones took the copy for a letter-head at 7 A.M., and finished at 8:10, if honest, he would draw a line across the spaces from 7 to 8:15. If it had taken him 30 minutes too long on the job, on account of having to tell the pressman a good story, or possibly in looking for sorts, the time-ticket could be easily "stuffed" to look right to the manager. It was very easy to show one-half hour "dis." at any time.

We now use an automatic time-stamp, costing $40, and it uncovers a multitude of leaks our old system did not detect. Now when Jones takes the copy for a letter-head he stamps a composing-room ticket which has a space for his name, the job number, also the names of all the different operations performed in our composing-room. (Exhibit 1). He checks "Job Comp.," and when he sets and ties up the job he stamps that ticket *out*, and another one *in* for the next kind of work he will do, and so on during the day. These slips are thrown into a box near the time-clock and at the end of the day are taken to the front office with the employee's "in and out" card, and the job-tickets of work completed during the day. Now if Jones' ticket for composition on this letter-head, job No. 3679, is 1½ hours, and one hour was plenty of time for him to have taken, something was wrong with the equipment or with Jones. He doesn't visit with the pressman during working hours now, and he will undoubtedly tell you that he was obliged to pull sorts and rule, or something else hindered, which could easily be remedied by spending a few dollars for new material or by changing working plans to meet changing conditions. With the old pencil time-ticket we would have never known but what everything was running along smoothly. Now we get the exact time on every kind of work, in all our departments. For our press and stock rooms we use a similar ticket printed with operations commonly done in this department. This ticket also gives the press number, and the number of impressions made during the time stamped on the ticket. The number of impressions is important, as it shows whether the speed of the press is proper or not.

COMPOSING ROOM

JOB NO._____

STARTED | STOPPED

Job Comp		Make up		Job Dis.	
Adv. Comp		Correcting		Adv. Dis.	
Machine Comp		Copy Reading		Lifting Type	
Cleaning up What Dept.		Proof Reading			

☞ In blank space write in such work as Mailing, Customer's changes, Care of Machine, Waiting (state what for), and other operations not listed above.

Workman_____

Exhibit 1.

Employee's Time Card

Name_____

Total hours for day_____

First In	Out
Second In	Out

Exhibit 2.— Employee's "In and Out" card. The back is also divided into four sections for "Third in," "Out," "Fourth in," "Out."

In the office these individual work-tickets are figured and the amount of time indicated is written on each. So Jones' work-tickets for to-day must correspond with his *in* and *out* time-card from which the pay-roll is made up. The newspaper and the job business in our plant are kept entirely separate, so we have job-composition, ad.-com-

position, machine, news-press, pony-press, platen-press, news-bindery and job-bindery departments. The time-book is divided for these departments, and each department is charged with the working time in that department. On

Press and Stock Room

Press No. ..... Impressions ..... JOB NO. .....

STARTED STOPPED

Make-ready		Gen'l wash-up		Cutting Stock	
Press Changes		Care of Equipment What Dept.		Trimming	
Custom'r's wash-up		Cleaning up		Stapling-Binding	
Running time		Mailing			

☞In blank space write in such work as jogging large jobs waiting, (state what for), padding, folding and any other operations not listed above.

Workman .....

Exhibit 3.

the chargeable and nonchargeable hour sheet and the cost-record sheet, the ad. and job composition departments, and news and job bindery departments are combined, so that we have six departments—hand composition, machine composition, platen press, pony press, news press, and bindery

No._____

Job for _____

Address _____

Received _____ 191 Completed _____ 191

JOB TICKET

Read all Instructions on This Ticket and on Copy Before Beginning Work. If not thoroughly Understood Come to Office

When promised _____

Kind of Job _____

Quantity _____

Size _____ Pad _____

Stock _____

Ink _____ Proof _____

Bindery _____

Remarks _____

How delivered _____

Quantity of Stock _____

Price $_____ Cost _____

Total cost $ _____

Price $_____

The Hunt System of Cost Accounting

Exhibit 4.—This form also appears on the ticket.

(which includes power cutter, stitcher, news folder, and mailing machine). We use the chargeable-hour record blank made by the United Typothetæ, and each day's work-tickets are divided into the six departments, and the time entered in the chargeable and nonchargeable columns. We use the United Typothetæ division of time for chargeable and non-chargeable work. In all departments except the press departments the man's time is considered the unit; in the three press departments the machine is the unit. So if the pony is run two hours to-day, the hour record will be two hours in the chargeable column and seven in the other. Make-ready, running and press changes are the only chargeable items in the press departments.

We use an individual job record for all jobs. When a job-ticket is made out, a carbon copy is also made on a

No. _____

Hand Comp ..... hrs.		Hand Comp ..... hrs.	
Comp ..... hrs.		Comp ..... hrs.	
Comp ..... hrs.		Comp ..... hrs.	
Make-up ..... hrs.		Make-up ..... hrs.	
Au. Chg ..... hrs.		Cor ..... hrs.	
Cyl. Press ..... hrs		Press ..... hrs.	
Press ..... hrs		Press ..... hrs.	
Wash-up ..... hrs		Wash-up ..... hrs	
Cutting ..... hrs.		Make-R ..... hrs.	
Platen Press ..... hrs		Press ..... hrs	
Press ..... hrs.		Press ..... hrs	
Wash-up ..... hrs.		Wash-up ..... hrs.	
Cutting ..... hrs.		Make-R ..... hrs.	
Folding			
Numbering			
Padding			
Jogging			
Cutting-up			

Charge $ ..... Cost

Back of Exhibit 4.—This form does not appear on the ticket.

blank which has space on the other side for a time record. (Exhibits 2-4.) These record blanks are kept in a loose-leaf binder, and the time on each day's work-tickets is copied on to the individual record blanks the following morning. (Exhibit 5.) When a job is completed the exact cost is easily computed from the entries on this blank. The cost record is then placed inside the job-ticket with the copy of the job and a sample of the finished work. The book-keeper then bills the job and files the job-ticket for future reference. The newspaper each week is considered a job, given a number, and a cost record kept in the same way.

Our monthly cost record (the Typothetæ Form 9H) is divided into the six departments. The investment in each department is entered. From the time-book we take the amount paid for help in each department, then charge each department with any direct expense during the month,

interest on the investment at six per cent and a per cent for depreciation.

Rent, power, heat, lights and supplies are charged according to the department. Freight, cartage, express, office salaries, stationery and postage are divided over the six departments in proportion to the monthly department expense. Then the total cost in each department divided by the number of chargeable or sold hours for the month gives the cost per hour in each department. Hour costs will vary slightly in different months according to the volume of business. The average rate per hour in our plant for the first three months —April, May and June — is as follows:

Hand composition	$0.60
Machine (Unitype)	.52
Platen press	.50
Pony press	1.25
News press	1.25
Bindery	.50

In short, our cost system is the Standard system, which the United Typothetæ recommends, condensed to fit a small plant. It has every advantage of the Standard, and with

Orleans County Monitor Cost Record

No._____ Date_____

Hand		Hand			
Comp	hrs	Comp	hrs		
Comp	hrs	Comp	hrs		
Comp	hrs	Comp	hrs		
Comp	hrs	Make-up	hrs		
Make-up	hrs	Make-up	hrs		
Cor. List	hrs	Cor	hrs		
Machine					
Comp	hrs	Comp	hrs		
Comp	hrs	Comp	hrs		
Comp	hrs	Comp	hrs		
Cylinder					
Press	hrs	Press	hrs		
Press	hrs	Press	hrs		
Wash-up	hrs	Make-R	hrs		
Cutting	hrs	Make-R	hrs		
Bindery					
Folding	hrs	Folding	hrs		
Mailing	hrs	Seals	hrs		
Bundles	hrs	Jogging	hrs		

Charge $ ..... Cost

Exhibit 5.— Individual record-blank.

it we not only know our actual hour costs, but the system shows the efficiency of each employee, and the productive time in each department.

Now we do not say " composition is worth 40 cents per hour in our plant " because ten years ago our predecessor sold his composition at that figure. We know what each operation costs, and this information never could be had without the cost system.

This seems like a long-drawn-out story, but when the cost system is the key to better conditions in the printing industry, and the question of profit or loss to the employer, it is very short and extremely interesting.

The system is very simple and easy to understand when once installed, but it is not automatic and will not run itself. It needs daily attention, because a wrong entry for a week or two would give you an incorrect hour rate. Our plant employs five or six hands regularly, and the bookkeeper spends on an average of 1½ hours a day with the system.

A great many printers say, " Why, I have only one or two working for me, and I do not need a cost system." These men are not living in 1912; they are years and years behind. A one-man plant needs a cost system as much as the largest plant in the country. A small one-horse-power motor boat must have a rudder, as well as the largest ocean liner. And until every print-shop in the country has a cost system, and every employing printer lives up to the motto, "A cost system in every shop, and every shop pledged not to sell below its costs," the printer will not be a prosperous business man, but a football kicked around by his customers.

The Monitor Press has been doing an increasing volume of job printing for a number of years, and, since installing the cost system, we have found a number of jobs which we do yearly have been sold at from ten per cent to thirty per cent under their actual cost. The customers did not know or appreciate the fact that we were giving them something. We have lost a few jobs, but it is better to let the *other fellow* do a $10 job for $5 than to do it ourselves.

Samples of our blanks and any other information would be gladly given by addressing the writer, Franz A. Hunt, the Monitor Press, Barton-by-the-Lake, Vermont, enclosing postage.

DENHAM ON PUBLISHED STATEMENTS OF AVERAGE COSTS.

Robert S. Denham, president of the Robert S. Denham Company, cost experts, has positive views gathered from his experience on the value of statements of average costs. In a letter to an official of one of the large manufacturers of printing machinery, he says:

In reply to your recent inquiry regarding our attitude on the subject of publishing statements of average costs, we wish to go on record as believing that they are of very little practical value.

No statement of average cost should be given out except in detail and the conditions under which they were ascertained noted in each case. The theory that costs average about the same in different plants is one of several unfortunate fallacies in connection with cost-finding which have been given wide publicity because those who promoted them wished them to be true, and in the absence of practical experience assumed that they were true.

It is commonly supposed that a difference of 5, 10 or even 20 cents an hour in the cost of composition or presswork indicates an approximate uniformity, but a moment's figuring will prove that 5 cents an hour develops a difference of $10 a month per productive man or machine, while 20 cents an hour raises that difference to $40 a month per man or machine. In a large shop the effect of such an assumption is likely to prove disastrous.

Using a cost basis below the true cost creates loss on business done. Using a basis higher than facts warrant drives business away that could he profitably handled.

Promoting a theory which creates either of these conditions is detrimental to the trade and should be condemned.

No man should be allowed to give out cost figures unless he can demonstrate that he has a very comprehensive view of his subject and that his statements will bear investigation. We believe that only such men as yourself and a few others who have devoted much time and energy to investigation and practical demonstration are competent to serve as teachers on this subject.

HEAVEN help the man who has an idea, but lacks the brains to use it.— *The Missouri Mule.*

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Best Form for Dates Without Years.

M. C. M., La Porte, Texas, asks: "Would you write July 7th when the year is omitted, or July 7? The style-book of the United Typothetæ of America, which we have been using as authority on such questions, says, 'Use d, th, and st when the year is omitted;' but the daily papers down here do not use them at all, and I am told general usage tends to favor the omission."

Answer.— Probably ninety-nine times in a hundred July 7 is the form used. At any rate, the date is so written very much more frequently than in the other way. "Tends to favor the omission" is not anywhere near up to the fact, which is that general usage absolutely enforces the omission, although some people think the other practice is better. As a matter of principle, either form is reasonable, and probably any one who chose to trouble himself about so small a matter could argue as strongly in favor of his choice as any one else could against it.

Pointing of Subscription to a Letter.

J. M. P., Chicago, asks the following question: "Kindly decide this point of argument. A decides that in 'I remain, Yours very truly,' [with 'I remain,' in a line by itself] the first comma should be omitted, as it is a continuation of sentence. B says the comma should be there. Which is right?"

Answer.— Both are right, A for some people, and B for others. So far as there is any real choice, A has the better argument. If we punctuate according to the nature and connection of the words the comma must be omitted. But many people are careful to use this comma, even when they omit many commas that are demanded for correctness. Quackenbos's "Course of Rhetoric and Composition" omits the comma in question in quoting letters, and Scott and Denney's "Elementary English Composition" inserts it. The two books are equally authoritative. My own practice in writing omits the comma. In proofreading work the wisest plan seems to be to follow copy unless it is inconsistent. In case of inconsistency a choice must be made, but there will always be a chance that the one for whom the work is done will not be suited. I should choose the reasonable method, which is omission, because there is no logical defense for the use of the comma.

"Simplified" Spelling.

A letter to the editor, published in July, was headed (presumably by its writer) "Puerile Arguments Against Simplified Spelling," and began with the assertion that it is interesting to note upon what slender threads some folks will hang an argument against simplified or improved spelling. It is still more interesting to note how desperately the obsession against conventional orthography grips those upon whom it is once fastened. The writer of the letter could not even perceive that the paragraph he criticized contained no argument either for or against. It was simply a reminder of the fact that proofreaders, in their work, must use the spelling they are told to use, and was intended to convey a hint of caution against undue attempts at persuasion in favor of change. As merely incidental exemplification, the word programme was mentioned, mainly because of the strangely persistent corruption in speech. "Undisputable proof" is called for, which can not be given. The guess ventured by the letter-writer, however, that the faulty pronunciation is caught from foreigners, may be stigmatized as far worse than "puerile," for that means, literally, boyish, and no bright schoolboy would make such a silly guess. Foreigners would be much more likely to emphasize unduly the syllable in question than they would be to slur it. The other opinion remains more probable. The slouchy pronunciation is far more frequent among teachers than among any other people. It is used by teachers because they have had the example set for them by their superiors, the very ones who should have been most urgent in preserving the correct sound. Only a few days ago the writer emphasized the correct pronunciation to a teacher who had used the wrong one (she was one with whom he was properly entitled to such a liberty), and her answer was, "Then you must spell the word with *mme*." This and similar occurrences foster the opinion that was challenged.

Another word mentioned in the letter is a reasonable tool against the assumption of its writer of desire to spell entirely according to sound. That word is apricot, and he says the cue to its correct sound is found in April, meaning that the first letter is sounded like that of April. It is true that such has long been the pronunciation recorded in the books, and learned from them by those who are careful to learn from books, but it is equally true that that is the bad pronunciation, instead of the one he condemns. Apricot is merely an attempted transliteration from a language in which the letter represented by *a* never has the sound heard in April, and the correct pronunciation, if preserved as in the original language, would give the initial sound of the vowel in far; but the natural flattening in English very properly makes it sound as in fat. It is so recorded as second choice in the Century Dictionary and in the Webster's New International, which books would have done better by putting it first.

Our letter-writer is in error when he says: "By the way, Mr. Teall is a systematizer (or reformer) himself, his particular field being the compounding of words." Mr. Teall has never intended his work in this respect as reforming, in anything like the sense of forming any new system. His effort has been to find the best forms already established in use, not in any one book, but in all of our best literature, and to study therefrom the principles on which such use is based. The fact that people in general will not take the

trouble to be a little studious, not to say scholarly, does not detract from the value of his work. He makes no attempt to induce people to admit that what he prefers is the only proper practice. But his practice includes nothing comparable to the confusion shown in the spellings revizion, decision, arouze, propose, surprize, comprise, and many other such differences found in the magazine formerly cited by him. The only possibility he can see of real simplification in such cases is to use *z* for every *z* sound as in buzz and *s* for every *s* sound as in hiss.

Mr. Teall does not wish to persuade any one either way as to personal preference or practice. Simplifiers and reformers began their work centuries ago, have never yet ceased, and may continue many more centuries. They have accomplished very little in universally accepted changes, and Mr. Teall's opinion as to the reason for it is that it is because no one has yet devised any real simplification. Let proofreaders make their own choice for their own personal practice; but let them also willingly allow such freedom to others, especially those who will assume such freedom willy-nilly.

Written for THE INLAND PRINTER.

THE PROOFREADER'S DUTY AS TO SPELLING.

BY F. HORACE TEALL.

ECONOMY, in the broad sense that may be epitomized as efficiency in management, has always been a desideratum for printers, as, in fact, for everybody. It is becoming more and more important, and is worthy of consideration in detail, even in regard to details of proofreading. In this respect many employing printers have yet to learn that true economy does not consist merely in keeping the pay-roll as small as possible. Such an idea of economy must be the basis of the fallacious notion that anybody and everybody can read proofs, which is probably not here worded as many would acknowledge their thought in words, but which is exactly what a majority indicate by their practice. This seems a roundabout way to reach our special subject of spelling, but that is here treated only as an economical incident.

Very naturally, whatever may be their idea of the importance of good proofreading, employers generally do not prefer proofreaders who spend much time in referring to books; they decidedly prefer, and with good reason, readers who know enough to go ahead without frequent stops. This, however, must be understood relatively, not absolutely, since many books, especially of a scientific or technical nature, can not be properly read without liberal allowance of time for reference and verification. Many scientific and technical words are so unfamiliar to the majority of people that no proofreader can justly be expected to know their proper spelling, and often the most accomplished reader must either simply follow copy or look up the word in some authoritative work. Often the only works in which a word could be found are special books not generally owned in printing-offices. Unfortunately, the writers of such work seldom write plainly, and the best one can do in reading what they write is to make the best guess he can make. If he has typewritten copy he is not so doubtful as to merely following copy; but do the typewriters know any better than he how to transcribe their copy correctly? The conscientious proofreader must often have doubts that can be cleared only by reference to books or special queries to authors. This seems to cover the proofreader's whole duty as to unusual words, including proper names.

A good example is found in the writer's own work. Having an editorial proof in hand, of matter that had been corrected by the printers' proofreaders and by readers and editors in the editorial rooms, his eye happened to catch the words, "the aricularium in polyzoans." His work is of a special nature and does not demand correction in such matters, but this aroused suspicion and he could not help "butting in." The suspicion was based on the fact that many people write *r* and *v* very much alike, and a look at the two possible places in the dictionary showed that the word is "avicularium." No time was wasted in inquiring who had left the error uncorrected, and it did not take more than a minute to find out what is right and correct it.

Various causes tend to leave open the question of spelling, even with regard to many common words. Every proofreader, of course, is expected not only to be a good speller, but to have at command different systems of spelling, so that he can use on one work, or in one office, the system there prescribed, and change at command to another system. Formerly this involved only the ability to spell according to Webster in one place and according to Worcester in another, with the possibility of occasionally having to use British spelling. Then the proofreader's duty was comparatively simple. He had mainly to remember only that certain classes of words differed in the two American dictionaries. For the British forms he needed, and still needs, a more explicit statement of what is meant, such as a special list or a British dictionary for reference.

Now there are various other dictionaries in use, each with its own peculiarities, and a few publishers and authors demand something not yet shown in dictionaries, so-called "simplified spelling," which even its promulgators admit will make more confusion for a time — a long time — than that which they hope eventually to remove. The proofreader's duty is to do what he is told to do.

But the proofreader does not exist who can obey an order to spell according to any authority without having a full list at hand for reference. If he is to follow a certain dictionary, he must occasionally refer to that dictionary, for every one of them has some words not used often enough for any proofreader to be sure of them offhand. If he is to use British spelling, which usually means honour, favour, and some others with what is to Americans an extra letter, and sometimes means liberalise, etc., instead of liberalize, etc., and a few other classes of words, he can not be sure of doing right unless he has a full list, and he must occasionally refer to that list. There are words that many very good spellers can not be sure of, because they are not spelled analogically. For instance, while all British people spell honour, they also write honorary and some other similar words without the *u*.

If any employer wishes to use "simplified spelling," the proofreader must, of course, obey orders; but this case, even more than any other, demands specification item by item. Even the members of the Simplified Spelling Board do not know offhand just what forms they have adopted, except in the few instances where they have made rules that prescribe uniformity. If an employer merely tells his people to use simplified spelling, and does not give them a list and allow them time to consult that list, who can tell what he may get?

Those who do use simplified spelling are rare birds, so the difficulty in this respect is as yet very little.

"SIR, I have all the gems of English literature in my library."

"Yes, and I notice they are uncut gems." — *Exchange.*





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Courtesy of Frederick A. Stokes Co., New York city.

PROMINENT SALESMEN INSPECT BIG PLANT OF THE CHALLENGE MACHINERY COMPANY.

"Challenge" is a familiar word to printerdom. And it is an appropriate appellation used as a part of the name of the Challenge Machinery Company, of Grand Haven, Michigan. The founders of the concern apparently had determined to excel all others in the quality of their products when they selected "Challenge" as a distinguishing title.

At the invitation of the company, salesmen and supply-house representatives from different parts of the country visited the big manufacturing plant on August 3 to witness a demonstration of some of the well-known products which are made by the Challenge Company. It was, in a word, an invitation to the men who sell printers' machinery and supplies to become personally acquainted with the methods has installed a Stonemetz declared it was more than making good.

But these presses and paper-cutters are not the only products of the Challenge Machinery Company that have made printers "sit up and take notice." J. Edgar Lee, the big-brained manager of the company, together with his able assistants, piloted the visitors through many departments of the big factory in which other printers' equipment is manufactured, all bearing the Challenge stamp of quality and service. Among this equipment were Hempel quoins and steel quoin keys, type-high machines, Mercantile addressing machines, metal and iron furniture, the Expansion plate-mounting system, pressmen's gages, steel roller supporters, pressmen's quoin keys, brass galleys, steel galleys, zinc galleys, newspaper bases, stereotype bases, McGreal combination printers' chases, type-high



SUPPLY-HOUSE REPRESENTATIVES GATHERED TO INSPECT THE BIG MANUFACTURING PLANT OF THE CHALLENGE MACHINERY COMPANY, AT GRAND HAVEN, MICHIGAN.

Lower row, seated, left to right: Thos. F. Noonan, Robt. T. Rowell, A. L. Wanner, A. H. Minninger, Fred Cornell, C. H. L'Hommedieu, Frank R. Atwood, C. F. Gardner, Geo. E. Packard, L. S. Gibbs.

Upper row, seated, left to right: L. A. Rerick, Fred J. Oakes, J. Edgar Lee, Chas. R. Shupe, B. S. Hanson, Geo. F. Dinsmore, A. F. Wanner, V. C. Barber, Jackson Blizard, Wesley Van Dresser, Fred R. Dowsett.

Standing, left to right: C. Monroe Jester, J. H. Hunt, Edmund A. Tracy, F. C. Braden, S. J. Potter, L. H. Everett, Chas. E. Wagener, H. J. Meyer, D. N. Mallory, Frank Estes, Ward Morton, B. F. Chittick, D. J. Baker, H. W. Hacker, J. H. Taylor, Geo. E. McCabe, Henry Schuil, F. H. Franklin, Guy E. Newark, A. T. Lipes.

employed to put quality into machines and equipment used in the pressroom, composing-room and bindery. Among the machines which attracted the particular interest of the visitors were the Diamond and Stonemetz presses and the Diamond and Advance paper-cutters. The Diamond cylinder press is a remarkable machine and has made a sensational hit with small city printers and country publishers. It is substantially built and does splendid work. When the price — $375 for steam power and $325 for hand — is considered, the Diamond cylinder press must be accepted as a wonderful achievement in printing-press manufacture. The Stonemetz two-roller, two-revolution cylinder press is made in three sizes, and is distinguished for its fine ink distribution, unfailing sheet delivery, impressional strength, perfect register and easy, quiet running at high speed. A printer in attendance at the demonstration who gages, proof presses, register hooks, steel sectional blocks, and Wilson adjustable patent blocks.

After an inspection of the factory, a banquet was held at the Elks' hall, at which many compliments were paid the products of the Challenge Machinery Company by the visiting salesmen. A point that was emphasized by a number of speakers was the absolute fairness of the company in its dealings with the trade. In the rare instances of complaint special pains are taken to ascertain whether the fault is with the printer or with the machine. If with the latter it is promptly rectified. Where it is found that the printer is at fault the company makes it a particular point to set him right. It considers this as important as rectifying any error that may be made on its own part. G. F. Dinsmore, general traveling representative of the company, makes this a special hobby, and has gained a host of

friends in the trade as a result. The spirit of "make good," however, permeates the whole institution.

A telegram from James L. Lee, president of the company, who resides in California, was read at the banquet. It tendered the kindly wishes of the veteran printer and manufacturer to the assembled guests, who responded with a message of congratulation on the success of the machines which have made his company so well and favorably known to the printing trades.

The following is a list of supply-house representatives, including officials and salesmen of the Challenge Company, who attended the demonstration and who are shown in the accompanying picture: For Barnhart Brothers & Spindler: L. S. Gibbs and Charles E. Wagener, Chicago; D. N. Mallory, Buffalo; C. F. Gardner, Cleveland; F. C. Braden, Seattle; Frank R. Atwood, New York; George E. Packard, Albany; Guy E. Newark, Columbus, Ohio; Edmund S. Tracy and Thomas F. Noonan, St. Louis; S. J. Potter, Omaha; Fred Cornell and L. H. Everett, Kansas City. American Type Founders Company: D. J. Baker and V. C. Barber, Cleveland; A. H. Minninger, Detroit. Keystone Type Foundry: C. Monroe Jester, Indianapolis; Frank Estes and Fred J. Oakes, Chicago; Ward Morton, Grand Rapids; J. Blizard and J. H. Taylor, Detroit. Wanner Machinery Company: A. F. Wanner and A. L. Wanner, Chicago. A. F. Wanner & Co.: J. H. Hunt and H. W. Hacker, Chicago. Bush-Krebs Company: H. J. Meyer, Louisville, Kentucky. Robert Rowell Company: Robert T. Rowell, Louisville, Kentucky. Milwaukee Printers' Supply House: F. H. Franklin, Milwaukee. Challenge Machinery Company: L. A. Rerick, Chicago; J. Edgar Lee, C. R. Shupe, A. H. Hume, H. Z. Nyland, F. R. Dowsett, G. F. Dinsmore, B. S. Hanson, W. Van Dresser, J. Wesley Lee, R. G. Wilson and G. E. McCabe, Grand Haven. Other visitors were: Henry A. Schuil, of the Schuil Printing Company, Grand Rapids; A. T. Lipes, of the Western Newspaper Union, Chicago, and B. F. Chittick, of THE INLAND PRINTER.

INDIANA TYPOGRAPHICAL UNION CONFERENCE.

The illustration shows the attendants at what is a comparatively new departure in typographical unionism. The conference is a voluntary organization and meets at intervals of about six months on Sunday, so that the attendants may not be compelled to lose working time. The meetings take on some of the features of an experience meeting and a get-together. The Indiana conference was held at Muncie on July 21, and after the attendants had told about conditions in their several cities, there were short talks on various matters relating to the union and the trade. After lunch there was a moving-picture entertainment, which included a stereopticon lecture by F. J. Trezise on the principles of typography as taught in the I. T. U. Course of Instruction in Printing. The day terminated with an excellent dinner at which talks were made by several employers, including former Mayor Bookwalter, of Indianapolis. The Indiana conference has an employment bureau, in which it is endeavoring to interest employers, and therefore urge them to attend its meetings and say their say.



SIXTH SEMI-ANNUAL STATE CONFERENCE OF THE INDIANA TYPOGRAPHICAL UNIONS, MUNCIE, INDIANA, JULY 21, 1912.

THAT'S RIGHT—BLAME THE PRINTER!

"But I doctor myself by the aid of medical books."

"Yes, and some fine day you'll die of a misprint."—*London Opinion.*

A FLIGHT OF FANCY.

Ten little flies
All in a line;
One got a swat!
Then there were * * * * * * * * * *
Nine little flies
Grimly sedate,
Licking their chops —
Swat! There were * * * * * * * * *
Eight little flies
Raising some more —
Swat! Swat! Swat! Swat!
Then there were * * * *
Four little flies
Colored green-blue;
Swat! (Ain't it easy!)
Then there were * *
Two little flies
Dodged the civilian —
Early next day
There were a million. —*Roller Monthly.*

MANY a hen cackles when another lays, but a business man should not depend upon competitors to advertise for him.—*Exchange.*

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Inquirer Fails to Give Address.

If the Springfield (Mass.) pressman who asked about cylinder adjustments will send his address and particulars regarding the press he wishes to adjust, he will receive the information desired. We would request that pressmen asking for information be explicit in their questions, giving name and style of press, not forgetting to furnish their address on a stamped envelope.

Printing on Celluloid.

(1266) A Southern printer writes: "Can you give me information regarding the printing of celluloid, as we expect to open up a special line of this work."

Answer.— Celluloid printing with the proper ink does not present any difficulties to the printer who is accustomed to handling fine work. If the celluloid is to be united with paper it will have to be dipped in wood alcohol and placed in contact with the paper under pressure. It is therefore necessary to have an ink that is alcohol-proof. If the celluloid is to be burnished, it will require an ink that will resist the heat of the burnishers. It will be safer to consult your inkmaker regarding these matters.

Sheet Rebounds from Guides.

(1268) A British Columbia pressman writes: "I would like to know the cause of a sheet jumping away from the bottom right-hand corner guide. When the sheet on the platen is almost down then the sheet springs back. The press is a 14 by 22. It is bolted to 2-inch boards on a concrete foundation and runs about one thousand five hundred an hour. The sheet does not do this when running at about one thousand an hour."

Answer.— There are several causes for sheets bounding away from the guides. (1) Electricity in dry frosty weather will cause this trouble. The remedy is to oil the packing and warm the stock. (2) When the platen descends rapidly, the air may catch under the sheet and cause it to move back. Placing a cardboard tongue close to the guide, so that when the sheet is pushed up to the guide this tongue will lay over the extreme lower right corner, will be found to be a remedy. (3) As the feeder is sometimes at fault, observe his method of feeding the sheet and note if it really touches the right guide, and how it is pushed away.

Steam Coil under Press.

(1272) A Western publisher writes: "We have recently installed a large Goss magazine press and our pressman suggests that we place a coil of steam-pipe around the inside of the press-pit below the press. May we ask if your service department can advise us as to whether such a coil is necessary or of sufficient value to warrant the expense? This press stands in a large room where temperature can be well regulated and the press is well protected against drafts and cold air. You are, no doubt, familiar with the experience of others and we will be pleased to have such information as you can submit to us."

Answer.— We regard the recommendation of the pressman as a wise precaution and it should be adopted. We have seen steam-coils under cylinder presses, and know the value of the plan of heating presses individually. This will be a necessity in case of running fine work, especially in the spring and fall, when artificial heat may not be needed, except to soften the ink and keep the rollers in good shape.

Printing on Rough-surfaced Stock.

(1265) Submits a hanger printed on six-ply blank board having a surface like morocco leather. The printing is in black ink with heavy-faced type, and naturally the depressed parts of the surface did not take ink, so the printing looks weak and irregular. The printer writes of it: "I have encountered a piece of work that I do not understand. I used a soft packing on a 10 by 15 platen. Used good ink and plenty of it. Yet it does not print satisfactorily."

Answer.— Under the circumstances the work was as well printed as could be expected. The printer should have had a rubber plate, and with a hard tympan and good ink the result would be more pleasing. Frequently we have questions of about the above tenor. If a printer wants to print on a rough surface, such as an advertisement on a piece of flint paper used as a match-scratcher, or desires to print on a palm or Japanese paper fan, he should use a yielding medium, such as rubber gives, to impart the ink. In some cases like the foregoing a soft rubber should be used. There are cases, such as in printing on decorated tin-plate, where a harder vulcanized rubber is desired. In such a case soft rubber is undesirable, as fine lines are broadened and white or open lettering is out of the question. Hence only the harder variety of rubber plates can be used. We can supply the addresses of the makers of these plates.

Embossing with a Gloss Finish.

(1270) "We have been trying to do a little embossing on our jobber, but have been unable to make our ink as glossy as it should be. Can you give us any pointers that will help us in this line? We want the inks to come up nicely and as near like the enclosed sample of embossing as we can possibly get them. How can we do it? And what kind of ink should we use?"

Answer.— The sample enclosed is steel-die work which carries an ink relatively high in pigment and gloss varnish. Typographic printers' inks differ somewhat from the ink used by plate printers, and as a consequence you will not be able to imitate the work very closely. To procure the highest gloss you should use a special gloss ink, which may

be followed by a second impression with gloss varnish if the form contains no very small type. This will, when dry, give the best finished print, and it should show up strong when embossed. The principal difficulty will be in maintaining close register. To prevent variations, keep the stock covered after all printing operations, as at least eight hours will elapse between printing and embossing. The main features in embossed work will be to secure proper ink, and to supply it with as strong impressions as the stock will allow. If the varnish is to go on next, the ink should be almost dry and the varnish impression should be applied lightly, and, of course, must register with the ink. The embossing should not be attempted until the ink is quite dry; in fact, in some cases it is necessary to rub the sheets with magnesia; this operation is a last resort. The new method of giving relief printing, called " embossotype," is receiving considerable attention from printers. By this plan no embossing plate is necessary, and very pleasing results are obtained, as the relief may be secured in all colors, and in perfect register. This method is controlled by a corporation that sells territory to individual printers and also the materials used in the process.

Trouble with Cylinder Rising.

(1273) A Kansas pressman writes as follows: "(1) I am having a little trouble with an old-style Campbell two-revolution press; when taking an impression the throw-off will slip off, raising cylinder when the form is half printed, giving me only a partly printed sheet. Is this due to too heavy impression or imperfect setting of cylinder springs? (2) Would you recommend a rubber or felt blanket for cylinder, and at what position will it give best results — right under draw-sheet or next to cylinder? (3) Is there any book published on the complete mechanism of a cylinder press, and where? "

Answer.—(1) You should examine the connection where the cam operates the lever that raises the cylinder and see how it slips off. We do not believe the fault lies in the springs. (2) A felt or rubber blanket is used to secure a quick make-ready on cheap work, or in printing newspapers with no make-ready whatever, felt will probably last longer and give more uniform results. The blanket may be attached to the pins under the grippers and covered with a thin, fine piece of drilling or muslin, drawn tight. If the surface of the tympan is not level with the cylinder bearers it may be packed up further with manila from beneath the blanket, or you may put on a manila draw-sheet, which should be oiled on both sides. This should be changed frequently. (3) There is no complete book on the mechanism of the cylinder press for the reason that there are so many different styles of presses the book could not very well cover the various types. The last book mentioned below treats the subject in a general way. We have two very good books on the subject of cylinder presswork that every pressman should read: " The American Manual of Presswork," over one hundred illustrations, $4; " Modern Presswork," 138 pages, $2.

When Should Rollers Be Washed?

(1271) An eastern printer, writing of his experience in a new position, says: " When I came to this office the pressmen were in the habit of putting machine oil on the presses Saturday night and letting it stand until Monday morning, washing up then. I stopped the practice and the pressman waxed wroth, claiming the oil protected the rollers. I then asked him why he did not keep the new and unused rollers in the racks covered with oil at all times, but have received no reply. I claim the oil injures the composition and reduces the suction or ink-taking power. When they first start up, the rollers glide over the ink without taking. I also said if the pressroom got very cold he could run news ink on the presses, but that is not necessary, for the temperature never goes below 60° at night, as we have an admirable heating plant — in fact, the whole office is first-class."

Answer.—A newly seasoned roller has its suction preserved by keeping it covered with oil or news ink when not in use. As it grows older it becomes more or less permeated with the ink and oil and its face holds its suction longer if exposed without any protecting ink or oil. The humidity and temperature of the office are factors which cause a variation in the practice of keeping rollers covered or uncovered. Where rollers are easily obtained the question of whether it is more economical to nurse the life of the roller or to let it go and renew more frequently is for the pressman or the employer to determine. If the rollers not in use are kept in a close cabinet they will keep their life longer without a coating of oil or slow-drying news ink than if left exposed on the press. But the oil or slow-drying news ink is good for seasoned rollers at all times whether on or off the press. The most economical thing to do regarding washing up and oiling must be determined by office conditions. Slow-drying news ink run over the rollers that are inked with job or news ink is quite as satisfactory as oil.

Novel Method of Dissipating Electricity in Paper.

(1269) E. S. Holmes, pressman of the Sheridan (Wyo.) *Post*, writes as follows: " In recent issues of THE INLAND PRINTER I have noticed several different inventions for the subduing of electricity in paper. I have had considerable experience along this line, as we are bothered in this altitude during seven or eight months of the year with electricity in the paper—so much so that the sheets will follow a man around the room like a bull pup. We tried filling a small hollow copper tube with small holes, and running it along the fly, then filling the tube with steam. This worked after a fashion, but was unreliable and too much bother. Finally, our machinist-operator, Mr. Miners, and myself perfected an arrangement which is giving satisfactory results without undue tinkering and using of valuable time at the hour of going to press. First, we connected a small iron pipe to the water tap and ran it along the floor to the end of the fly. Here we connected it to a small copper pipe by means of a reducing connection, and ran the copper pipe along under the rod which holds the fly. In this copper pipe we made three small holes by means of a hair drill, slanting them slightly toward the delivery-table, and then punched the holes with an automatic punch to make them still smaller. A stop-cock was placed at the right-hand end of the table, so that the water could be shut off whenever desired. This stop-cock regulates the pressure of water, so that a very fine spray is produced and the rod is so turned that the spray is distributed very evenly over the surface of each sheet. So infinitesimal is the amount of water allowed to escape, that no sheet is wet perceptibly, but the trouble with electricity is instantly overcome and the little moisture deposited causes no trouble whatever. The total cost of the apparatus is about three dollars."

Answer.— We believe the apparatus has a very limited use because of the water used therewith. This feature has been used in connection with humidifiers in various ways, but it would prove troublesome when used with enamel stock. In printing news and some grades of book paper there can be no objection, as the paper is not coated.

Cost and Method

BY R. T. PORTE.

The Minimum.

It can be taken for granted that the lowest possible cost in a country or small printing plant is not less than $1 an hour.

This statement is not given without due thought or without facts to back it up. The thing has been figured up perhaps a hundred times, and those who have cost systems acknowledge that $1 is a very low hour cost, and that the majority of shops have much higher costs. One man in Indiana took it for granted that his costs were about that sum, but greatly to his surprise he found, after he had his cost system running smoothly and could depend upon it, that they were at least 35 cents higher.

This figure is given only as a general guide to costs, as, of course, they do not run this high in all departments. As a general thing, presswork in a country shop costs more than in the city shop, because there is less productive time on the presses. On the other hand, composition runs lower, especially if the newspaper is set by hand. The reason for this is that only a small amount of money is represented in type, which can be used a great many hours, reducing the expense to a small amount per hour.

The country printer who really wants to accomplish anything can safely use $1 as his rock-bottom cost, and on this basis figure work. But a profit must be added to it.

The only correct way is to know your costs in each department. It is not a hard thing to do — in fact, it is a very simple proposition, and any printer who really wants to know his costs and will take a little of his time to the work, can easily learn, with possibly some help from those who have had experience. This is intended only for the very small office.

There is no question that the employment of an expert is the best way — but this is not always possible, as experts are expensive and hard to get. Good results have been obtained by other methods, and THE INLAND PRINTER is only too glad to help where it can and give disinterested advice at all times.

To the printer who doesn't want to put in a cost system, or try to find out his costs, the only possible advice that can be given is, don't figure below $1 an hour — more, if you can get it. And the only way to get it is to ask it. I know of no other.

How You Made Money.

Of course, you are making money, you have your plant paid for — except what you owe the banker and the supply-man — you have a home paid for, possibly a horse and buggy, and you have a subscription list, and a lot of things. You fairly ooze with prosperity, and you can carry your head high and shake your locks and look proud and say you have made money. You are a success — you have made money. You worked right steadily, and watched the corners, and now after only being ten years an owner of a plant, I guess you know how to make money, and you don't need much advice as to how to do it. Yes, you printed some things at what these crazy fellows call "below cost," but still you are in existence — there is the plant, there is the home, and you don't run around town without clothes, and your wife and family have the ordinary comforts of life. Talk about "selling below cost" — say, where did all this stuff come from, if you didn't make money?

We admit right at the start that *you* made the money, but that is a whole lot different than having your *business* make the money for you. Every dollar you have came right out of your hide, and not from a single other place. *You* are a success, but your *business* is a decided failure. Every dollar you made was by *your extra effort*, and the business merely ran along and about kept itself busy, and all that you possess is but the result of *your individual effort*, and not for one moment the result of *your business management*.

What is the use of working 'steen hours a day to keep up a business, when only the extra hours you work make the little profit you have shown?

Let's say that, being ambitious, you do part of the type-setting, and if there is a job to deliver, you get busy and do it; then you inveigle your help into doing a little extra work or things "on the side." By this method you save an extra employee that would cost you $10 a week. That looks fine, and if at the end of the year you show a profit of, say, $550, you feel good.

Then, say, instead of hiring a bookkeeper to come in once or twice a week to "fix up" your books, you do the work yourself, and instead of the above amount you make $675 a year. That looks better, too.

Then say you work along ten years. You find at the end of that time you are worth about $7,500, and you feel as though you have been a success.

Well, let's analyze it. The $10 a week that you save, if compounded at only three per cent a year, will mean $6,082 at the end of ten years. The $10 a month you would have to pay a bookkeeper to keep your books would make $1,398 in the same time and at the same rate of interest.

You made this money, but as a business man you are a failure, as your business should have paid for these things. You should not have had to do all this extra work if you were such a bright business man and a success.

You may say, "Why be extravagant?" Well, I don't believe in extravagance, but I do believe in looking at the bottom of things. If you conduct a business as it ought to be conducted, you should do your portion of the work and only that — leave porter's work and the extra work to those who should do it — and make money. Then you will be a business success. But to strain every effort and make money by doing two men's work is absolutely not making a business success, when it can be figured that your extra labor alone made the money.

When printers begin to realize all this, and begin to really think along business lines, and appreciate the difference between the *man* making money and the *business* making money, there will be a wonderful improvement in printing conditions — the trade will be placed on a firm foundation and be able to hold its rightful place in the industrial world.

Finishing the Job.

A great deal of good white space in the trade journals, in the past, was used in explaining about the composing-room being the "sink hole" of the printing plant. The wise heads tried to explain how to make it pay, and great were the plans.

But the real "sink hole" — the one where the most money was lost, where work was literally given away "to keep the presses busy" — was in the bindery, especially doing pamphlet binding. It is said that one large office, in discussing the advisability of putting in a cost system in the early days, thought it useless to put one in the bindery because it was making the most money. Great was the surprise and amazement when it was found that this department showed the biggest loss.

The average price-list put out to-day is from fifty to seventy-five per cent too low in the prices it makes on bindery work. The seemingly false idea that a girl working at 15 cents an hour (or less) does not cost anything, and that her work should be "thrown in" for good measure, prevails all over the country, and that it costs money to cut paper or trim 5,000 letter-heads after being padded is past belief. But it does cost money, and a great deal more than most printers believe.

SADDLE STITCH	S. & S. C.				ENAMEL			
	NET COST		SELLING PRICE		NET COST		SELLING PRICE	
Page	1M	AdM	1M	AdM	1M	AdM	1M	AdM
8, no cover	$ 2.97	$ 2.66	$ 3.75	$ 3.35	$ 3.07	$ 2.77	$ 3.85	$ 3.50
8, with cover	4.03	3.63	5.05	4.55	4.13	3.72	5.15	4.65
12, no cover	3.50	3.15	4.40	3.95	3.66	3.30	4.60	4.15
12, with cover	4.56	4.11	5.70	5.15	4.72	4.25	5.95	5.30
16, no cover	3.50	3.15	4.40	3.95	4.29	3.87	5.35	4.85
16, with cover	4.56	4.11	5.70	5.15	5.35	4.82	6.70	6.00
20, no cover (1-16, 1-4)	4.71	4.24	5.90	4.85	5.60	5.04	7.00	6.30
20, with cover (1-16, 1-4)	5.51	4.96	6.90	6.20	6.41	5.77	8.00	7.20
24, no cover (1-16, 1-8)	5.40	4.86	6.75	6.10	6.25	5.63	7.80	7.05
24, with cover (1-16, 1-8)	6.20	5.58	7.75	7.00	7.05	6.35	8.80	7.95
*32, no cover (1-32)	4.48	4.04	5.60	5.05	5.27	4.75	6.60	5.95
*32, with cover (1-32)	5.54	4.99	6.95	6.25	6.33	5.70	7.90	7.15
32, no cover (2-16s)	6.08	5.48	7.60	6.85	7.57	6.82	9.45	8.80
32, with cover (2-16s)	6.88	6.20	8.60	7.75	8.37	7.54	10.45	9.45
40, with cover (2-16s)	8.37	7.54	10.45	9.45	9.81	8.93	12.25	11.15
48, with cover (2-24s)	7.56	6.81	9.45	8.50	9.66	8.70	12.10	10.80
48, with cover (3-16s)	8.90	8.01	11.10	10.00	11.12	10.01	13.90	12.50
*64, with cover (2-32s)	7.56	6.81	9.45	8.50	9.66	8.70	12.10	10.80
64, with cover (4-16s)	10.23	9.21	12.80	11.50	13.20	11.88	16.50	14.85
FLAT STITCH								
32, (2-16s)	8.06	7.26	10.10	9.10	9.48	8.54	11.85	10.70
48, (2-24s)	9.18	8.27	11.50	10.35	10.83	9.75	13.55	12.20
48, (3-16s)	9.98	8.99	12.50	11.25	12.22	11.00	15.39	13.75
*64, (2-32s)	9.36	8.43	11.70	10.55	10.90	9.86	13.70	12.35
64, (4-16s)	11.90	10.71	14.90	13.40	14.87	13.39	18.60	16.75
*80, (2-32-s, 1-16)	11.80	10.62	14.75	13.30	13.57	12.22	16.95	15.30
80, (5-16s)	14.34	12.91	17.95	16.25	17.89	16.11	22.35	20.15
*96, (3-32s)	12.33	11.10	15.40	13.90	14.73	13.26	18.40	16.60
96, (6-16s)	16.14	14.53	20.20	18.15	20.58	18.53	25.75	23.15
*112, (3-32s, 1-16)	14.45	13.01	18.05	16.25	16.53	14.88	20.65	18.60
112, (7-16s)	18.26	16.44	22.80	20.55	21.90	19.71	27.40	24.65
128, (4-32s)	15.21	13.69	19.00	17.10	17.33	15.60	21.65	19.50
128, (8-16s)	20.25	18.23	25.30	22.80	24.49	21.95	30.60	27.45
Each additional 4-page form	.80	.72	1.00	.90	.86	.77	1.10	.95
Each additional 8-page form	1.34	1.21	1.70	1.50	1.44	1.30	1.80	1.65
Each additional 16-page form	1.87	1.69	2.35	2.10	2.61	2.35	3.25	2.95
Each additional 32-page form	2.40	2.16	3.00	2.70	3.49	3.14	4.35	3.90

* Can only be used with very light-weight paper.

The one price-list on binding pamphlet work that is nearer right than any is that gotten out by the Minneapolis Typothetæ. The members of this organization have the courage to give correct figures — even if they do not always charge them.

The figures have been tested in various parts of the country and always found correct, but the general cry has been, "They can't be got." That has nothing to do with the fact, however, that they are right, and it is high time that the printers start a campaign for correctness on this one thing, for of all the different parts of printing, binding is the easiest to figure and easiest on which to get costs.

The price-list as sent out by Minneapolis is published here, and I hope that it will become standard, and be adopted universally by printers' organizations. The facts it gives have been tested so often and proved correct that there can not be any argument against them.

Further to back up their prices, the price-list contains the following:

BASIS FOR PAMPHLET BINDING.

SIZE.— 7 by 10½ or smaller. For larger size page add to price according to size.

COVER-STOCK.— For saddle stitch no distinction is made. For flat stitch these prices are based on 20 by 25 — 65 medium-grade cover.

COST PRICES PER HOUR.

Girls' handwork	$0.40
Stitching-machine	.75
Cutting-machine	1.20

In placing a cost price of 40 cents per hour on girls' handwork in the bindery, we are compromising between results obtained under cost-finding methods.

	Pieces Handled or Operations per Hour.
Folding	750 folds.
Inserting	1,500 pieces.
Stitching (two wire stitches)	750 books.
Trimming (according to thickness)	2,000 to 714 books.
Gathering	2,000 pieces.
Flat stitching	500 to 435 books.
Covering	200 to 100 books.

All prices for folding enameled stock are ten per cent higher than for S. & S. C. One slit is allowed on 16, 24 and 32 page forms where enameled stock is used, slit figured as a fold.

Not content with these facts, the price-list goes into further details and gives itemized figures for pamphlet work for an eight-page job to one with forty-eight pages and cover. They figure the prices as follows:

ITEMIZED BINDING COST MADE UP FROM AVERAGE PRODUCTION IN MINNEAPOLIS BINDERIES.

S. & S. C. STOCK — SADDLE STITCH.

BASIS.— 750 folds per hour; 1,500 pieces inserted per hour; 750 books stitched per hour; trimming, ¾ hour per 1,000 for 8-page to 1¼ hours for 48-page.

COST PRICES PER HOUR.— Girls' handwork, 40 cents; stitching-machine, 75 cents; cutting-machine, $1.20.

In putting cover folds on same basis as inside folds, we are straining a point; but it is done to save confusion as much as possible.

8-PAGE.	Hours.	Without Cover.	With Cover.
2,000 folds, inside	2⅔	$1.07	$1.07
1,000 folds, cover	1⅓	....	.53
Insert 2,000 pieces	1⅓	....	.53
Stitching	1⅓	1.00	1.00
Trimming	¾	.90	.90
Total cost		$2.97	$4.03

12 OR 16 PAGE.			
3,000 folds, inside	4	$1.60	$1.60
1,000 folds, cover	1⅓	....	.53
Insert 2,000 pieces	1⅓	....	.53
Stitching	1⅓	1.00	1.00
Trimming	¾	.90	.90
Total cost		$3.50	$4.56

20-Page.	Hours.	Without Cover.	With Cover.
3,000 folds, inside (16-p.)	4	$1.60	$1.60
1,000 folds, inside (4-p.)	1⅓	.53	.53
1,000 folds, cover	1⅓	....	.53
Insert 2,000 pieces, inside	1⅓	.53	.53
Insert 1,000 pieces, cover	⅔	....	.27
Stitching	1⅓	1.00	1.00
Trimming	⅞	1.05	1.05
Total cost		$4.71	$5.51
24-Page.			
3,000 folds, inside (16-p.)	4	$1.60	$1.60
2,000 folds, inside (8-p.)	2⅔	1.07	1.07
1,000 folds, cover	1⅓	....	.53
Insert 2,000 pieces, inside	1⅓	.53	.53
Insert 1,000 pieces, cover	⅔	....	.27
Stitching	1⅓	1.00	1.00
Trimming	1	1.20	1.20
Total cost		$5.40	$6.20
28-Page.			
3,000 folds, inside (16-p.)	4	$1.60	$1.60
2,000 folds, inside (8-p.)	2⅔	1.07	1.07
1,000 folds, inside (4-p.)	1⅓	.53	.53
1,000 folds, cover	1⅓	....	.53
Insert 3,000 pieces, inside	2	.80	.80
Insert 1,000 pieces, cover	⅔	....	.27
Stitching	1⅓	1.00	1.00
Trimming	1⅛	1.35	1.35
Total cost		$6.35	$7.15
32-Page.			
6,000 folds, inside (two 16s)	8	$3.20	$3.20
1,000 folds, cover	1⅓	....	.53
Insert 2,000 pieces, inside	1⅓	.53	.53
Insert 1,000 pieces, cover	⅔	....	.27
Stitching	1⅓	1.00	1.00
Trimming	1⅛	1.35	1.35
Total cost		$6.08	$6.88
40-Page.			
6,000 folds, inside (two 16s)	8	$3.20	$3.20
2,000 folds, inside (one 8)	2⅔	1.07	1.07
1,000 folds, cover	1⅓	....	.53
Insert 3,000 pieces, inside	2	.80	.80
Insert 1,000 pieces, cover	⅔	....	.27
Stitching	1⅓	1.00	1.00
Trimming	1¼	1.50	1.50
Total cost		$7.57	$8.37
48-Page.			
9,000 folds, inside (three 16s)	12	$4.80	$4.80
1,000 folds, cover	1⅓	....	.53
Insert 3,000 pieces, inside	2	.80	.80
Insert 1,000 pieces, cover	⅔	....	.27
Stitching	1⅓	1.00	1.00
Trimming	1¼	1.50	1.50
Total cost		$8.10	$8.90

This is the first attempt we know of to prove the prices are right, and they seem to have the goods. Many binders and others will say the prices are too high, but we would like them to prove their case as well as the printers of Minneapolis.

The New Way.

What has been the greatest factor in keeping down the prices of printing in the past — the factor that has evolved wonderful ideas as to how to produce printing cheaper than any one else?

The answer is easy.

It has been the ambitious workman who has saved a few dollars and started in business for himself. He had some vague idea as to the prices his employer charged, and conceived the idea that he could make more than wages by doubling up work, or something else, and so he started in business. Sometimes he had a tiff with his employer, and thought he was the one entitled to all the credit for the work or profits of the shop. Starting for himself, he imagined all the customers would flock to him; and perhaps some one customer who thought he was paying too high a price for his work went to this man, and with the usual "fairy-tale" of giving him all his work still further fired his enthusiasm.

This is practically how many of the plants of to-day were begun. Some succeeded, through extra hard work; others won success through having accidentally charged fair prices for their work.

There is a change taking place among present-day workmen, and the most of them who will start in business for themselves — which is a laudable thing — will get on a different basis than those who did the same thing a few years ago.

This great change is going to be made through the general introduction of cost systems. The workman is being impressed with the use of the cost system, and while he knows how it is abused in the workshop to a certain extent, yet he can readily see its need, and after one or two years' experience he thinks of a cost system the same as any other part of the work, and knows that it is absolutely necessary. He may have a very hazy idea as to how "costs" are figured out, but he knows about the time-sheets and their value, and is quite sure that the rest of the system can be as easily handled.

An ambitious workman in a cost-system shop is not going to take a chance of going into business without one; he knows of the great benefit it has been to the shop where he is employed, and is quite sure he will need it, too.

This was brought to mind very recently by a couple of young fellows who had a chance to take the management of a plant, the proprietor having other interests.

The proprietor had been asked to put in a system, but could not see it. The second day the young fellows were in the plant, however, they discovered there was no cost system, and got busy and started the blanks.

This is an indication of what will be the future printer's attitude toward the cost system. The general improvement of present conditions is a big item, but the great future is in the new offices starting on the right basis and using a cost system from the very beginning. Young men starting in business this way will make a success.

How many of us to-day wish that we had had this great chance?

For the Customer.

While this department is meant to take up only matters of costs and business methods, yet it would fail to do its entire duty if it did not caution and point out reason for lack of success other than failure to charge the right price for work. There is no question but that a cost system is the largest element affecting the success of any business — especially printing. It is not conceivable how a man can be sure of himself without such a system, however crude it may be. It is absolutely essential.

But there is still another element of success that must be taken into consideration — an element that is important, positive, and without which, even with a cost system, failure may result. Even before the advent of the cost system this one element was understood to be the basis of success, but with this system it is even more essential.

That element is *service*.

This does not simply mean getting out the job on time, or prompt delivery, but giving a service in value equivalent to the amount asked. The printer who turns out sloppy

work, with or without a cost system, can not hope to succeed, and with a cost system his chances are even less, because his sloppy work costs as much to produce as the better grade of ordinary commercial work, and he can not hope to get the price he should. If he is to get a right price, his work must compare favorably in quality with others — be a little better, if possible. Then there will be little or no trouble in getting "cost-system prices."

But, with all that, the reason for so much inferior work is because of inferior prices. The printer who has done this class of work and charged low prices has had no incentive to do otherwise. His work is worth what he asks for it. But when he puts in a cost system and discovers that it costs as much to do poor work as a better grade — well, for argument, let's say it costs a little more to do the better work — he realizes he must get better prices, and, getting better prices, he feels more like doing a better grade of work — using better ink, being more careful with the make-ready, using better faces of type, and turning out fewer misprinted and dirty sheets of paper.

Better prices make better printing possible, and the customer really gets service for his money. The printer can not continue to deliver an inferior article and demand a top-notch price — he must make the article worth the price, and then he will have no difficulty in getting it.

If you are ambitious, want to get along, make money in the printing game, then put in a cost system — but see that your customer gets service — *the worth of his money.*

Out to the Country.

To drudge along for a lifetime in a small city shop, to produce printing at ruinous prices and slave from morning till night; to attempt to get a better price and find some newcomer ready to take the work at the same old price, if not a lower one; and live in a cheap flat, or on the edge of the city, spending hours riding to and from work, when there are hundreds of chances for a good living, and much easier work, seems to be rather foolish, if not senseless.

Yet there are numbers of small printers in large cities who are living a hand-to-mouth existence. If they had put the same work in a small country-newspaper plant, the returns would have been ten times as great.

The most of the city printers are bright fellows, but they struggle almost hopelessly against adverse conditions, when right at their feet is a chance to make good.

The average country printer is a mighty poor one, and if he would turn out a better grade of work he could get far better prices, as competition is not nearly as keen in the small town as in the larger cities. With his paper, he has a hold on the merchants, and if he works it intelligently, good results can be secured. His city brother, on the other hand, often has only his low price to enable him to secure business.

Several instances of where city printers have failed and gone to smaller towns and built a successful business have lately come to my notice.

One in particular is in mind. This young man tried in every way to grasp success in the city, but it was overrun with printers, many of years' standing, and he soon saw that his only chance to build up a trade was to cut prices. This did not appeal to him, and he sold out at a sacrifice. Not knowing what to do, he drifted around a bit, and finally landed a job on a small city daily. He soon found out that there was discord in the management, and that the town was a good manufacturing center, people prosperous and the retail stores doing a good business, but that the owners didn't seem to grasp the opportunity.

He presently saw his chance, and approached the owners. In a short time they came to terms, and the ex-city printer found himself with a country daily and job office on his hands.

He was used to hard work, and he went to it. He took the business end, and through good management put life into the newspaper. A graft scandal happened along very luckily, and was meat for him. The paper took on new life, the jobwork was improved in quality, and the merchants nearly had fainting spells when their printing was delivered on time. The paper had a habit of coming out at any time from four to seven o'clock in the evening and it soon appeared each day at a stated hour. And one day the baseball score of the home team was printed in big type on the front page, when it was playing a game in a town fifty miles away. Such a thing had not been dreamed of before.

To-day that plant is making money and the owner is working regular business hours; but every one has a duty to perform, and woe to him that fails.

In talking over the matter with this man a short time ago, he said to the writer:

"When I daily see the opportunities for a good, live printer in the country towns, and think of the many live ones in the city that are going from bad to worse because of conditions they can't help, I feel like going down there and pulling them out by the coat collar.

"Practically every large city is overequipped, and practically every small place has a chance for a man to buy in, and with one-half the energy he uses in the city he can make a success.

"His paper helps to advertise him; political work and country work come to him, as well as legal work, and he need only be alive and watch opportunities.

"Prices? Why, say, it is easy to get them here alongside the city. The country printer who doesn't get his price would starve at a banquet on account of being too lazy to ask the waiter for a knife and fork."

City and Country Cost.

With composition costs per hour at Lima, Ohio, of $1.20, at Aurora, Illinois, of $1.30, and at Chicago of $1.31, one would imagine that the great gulf between the city and the country printer is pretty well bridged, anyway. The known average costs are:

	Chicago.	Aurora.	Lima.
Hand composition	$1.31	$1.30	$1.20
Machine composition	1.83	1.76	1.17
Platens (various)	.88	.91	.79
Cylinders (under 25 by 38)	1.89	2.21	1.97

With respect to $1.17 for machine composition, at Lima, it must needs be noted that the machine-composition house at Lima does a lot of newspaper work — the cheapest kind of machine composition — while the higher class of machine composition is not much in evidence.

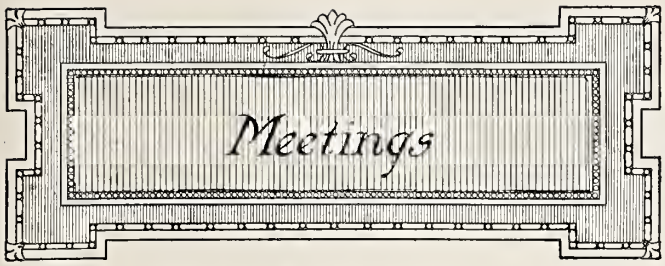
"DIDN'T HE USE TO?"

A correspondent in the Chicago *Daily News* writes:

"A friend and I have had a discussion over a sentence one often hears in this country — 'Didn't he use to do so and so?' Now, I aver that this is incorrect and say: 'Used he not to do so and so?' Even here I feel a bit hazy. I know it is not what you would call choice English, but it certainly sounds better to my ears. I wish some reader would let me know."

LADY — "What will you take to chop me some wood?"

Hopeless Hank — "Oh, most any kind of dope so I won't know what I'm doin'." — *Chicago News.*



Delegates from Newark, N. J.

At a meeting of the Newark (N. J.) Typothetæ, held August 5, Harry Friend, Milo Borden, W. A. Baker, Guido Groebe and G. C. Wolber were elected delegates to attend the twenty-sixth annual convention of the United Typothetæ of America, to be held at Chicago, September 3-6.

Seventh District Editorial Association of Minnesota.

Editors of the Seventh District of Minnesota held their first annual outing on August 9, 10 and 11 at Willmar and Spicer. At the "feed" tendered by the Willmar Commercial Club, J. C. Morrison, of the Morris *Tribune*, spoke on "When We Editors Have a Good Time Must We Figure the Cost?" It is needless to say that Mr. Morrison is of the opinion that costs should include all of the expenses of educating editors and printers to see more clearly.

The outing proved to be a genuine treat, and was voted an all-around success.

Michigan Printers' Cost Commission.

At a meeting of the Board of Commissioners in charge of the Michigan Printers' Cost Commission, held at Kalamazoo in July, a committee was appointed to formulate a suggestive price-list for commercial printing which is to be placed free of charge in the hands of every member of the Michigan Printers' Cost Commission. The price-list will include a standard scale for staples, as well as give arbitrary hour selling prices, production averages and liberal information bearing on the square-inch method. The committee is composed of A. K. Tyson, Grand Rapids; J. B. Rieg, Kalamazoo; and R. A. Moote, Jackson.

The Board of Commissioners also took up matters relating to the next State cost congress, which will be held at Kalamazoo on April 17-19, 1913. The board has taken a progressive stand in that it is going to make a radical departure from the present method of conducting cost congresses. The actual business sessions are to be of only two hours' duration each, and during those hours supplymen will be obliged to close their exhibit rooms. Smoking is to be prohibited during the sessions.

Secretary J. S. McMillan, of Monroe, is to conduct an active campaign to secure new members for the State organization, which is on its way to become one of the strongest in the Union.

Pittsburgh Typothetae Notes.

The Pittsburgh Typothetæ continued its weekly estimating sessions during the summer months, with increasing attendance. Next to the installation of the Standard cost system, these sessions are the most important educational work being done in Pittsburgh. The plan is to send copies of a job to the members, who make estimates and bring them to the meetings, where they are discussed in detail. All printers are cordially invited to these meetings whether they are members of the association or not.

The price-list of commercial printing recently issued by the Pittsburgh Typothetæ is found to be a great help. The prices are fair to both printer and customer, for they are placed at figures which give only a reasonable profit. The list is resulting in greater uniformity on small-work prices.

H. P. Pears, president of the Pittsburgh Typothetæ, has been spending considerable time on his farm lately. He has his business so well organized that he can absent himself for a considerable period even during busy seasons with the assurance that everything will run along as usual.

The Pittsburgh Chamber of Commerce recently presented W. J. Golder, president of the Pittsburgh Printing Company, with a beautiful silver loving-cup. Mr. Golder is an active member of the organization, and takes part in its trade-extension trips, after each of which he presents every one interested with a handsomely printed souvenir of the occasion.

Alberta and Eastern British Columbia Press Association.

The ninth annual meeting of the Alberta and Eastern British Columbia Press Association was held at Nelson, British Columbia, on July 25-27. There were present in all fifty delegates. In connection with a fishing excursion there was a rather interesting incident. J. A. Carswill, of the Red Deer *News*, made the proposition to his local competitor, J. W. Galbraith, of the Red Deer *Advocate*, that he would run a three-column four-inch cut of him and all the fish he caught, in the *News*. Mr. Galbraith landed a beautiful two-pound rainbow trout, and is now looking forward to the appearance of his picture with the fish in the opposition paper.

The officers of the association for the coming year are as follows: President, M. R. Jennings, *Journal*, Edmonton, Alta.; first vice-president, George Gordon, *Herald*, Ponoka, Alta.; second vice-president, W. Garland Foster, *Daily News*, Nelson, B. C.; third vice-president, S. R. Hodson, *Review*, Okotaks, Alta.; secretary-treasurer, C. F. Hayes, *Bulletin*, Edmonton, Alta. Executive Committee: J. H. Woods, *Herald*, Calgary, Alta.; A. G. Terrill, *News*, Medicine Hat, Alta.; Vernon Chapman, *Star*, Golden, B. C.; F. W. Galbraith, *Advocate*, Red Deer, Alta.; Charles Hayden, *News-Telegram*, Calgary, Alta.

The next meeting will be held at Edmonton, Alberta.

Second Convention of Steel and Copper Plate Engravers.

At the second annual convention of the National Association of Steel and Copper Plate Engravers, held at Philadelphia on July 16-19, the report of Secretary Guy J. Gibson showed that the membership roll now comprises one hundred and twenty-five names, and that new additions are constantly being made. There were about one hundred delegates in attendance at the meeting, all keyed up to an enthusiasm for the work in hand that was productive of earnest discussion relative to the big question that is agitating the trade — "Costs of Production."

President Peter L. Hoehn, of Buffalo, in his opening address referred to the excellent progress the association has made in its short career. On account of the organization's rapid growth it was necessary to employ a secretary to take care of its business and edit the *Engravers' Bulletin*, and the president urged that this be done. The convention later approved of the recommendation.

Robert T. Denham, the cost expert, delivered an address on "The Advantages of a Cost System," which was listened to with deep interest by the delegates. A vote of thanks was extended to Mr. Denham by the convention.

Theodore Isert, of Louisville, spoke on "The Selling Price," declaring that it was time for members of the trade to settle on a minimum price. He suggested that each member be requested to file with the secretary his sell-

ing prices, so that at all times a member might have access to the prices of an engraver in any part of the country.

Considerable discussion arose over the report of the Price Recommendation Committee. The point that called forth debate related to the position the convention should take on the prices submitted — whether they should be accepted as fixed or only be recommended to members of the association. The latter course finally was decided upon.



Welcome Arch at Omaha, Nebraska—Printing-trades Picnic, August 10, 1912.

The entertainment features of this convention proved that E. J. Lafferty, of the Philadelphia Engravers' Club, is a man of his word. At Chicago last year he promised the members a good time if they should come to Philadelphia for their second meeting. That he more than redeemed the pledge is attested by every delegate in attendance. The hospitality was simply unsurpassed.

The election of officers resulted as follows: President, Peter T. Hoehn (reelected); vice-president, R. E. Noble, New York city; secretary, Theo. A. Isert, Louisville; treasurer, James J. Molloy.

New York city was chosen as the next meeting-place, the date to be set by the executive committee.

United Typothetae in Annual Convention.

On the 3d, 4th, 5th and 6th of this month, at the Sherman House, Chicago, the United Typothetæ of America will hold the twenty-sixth convention of the organization and the fourth International Cost Congress. At Denver one year ago the interest and attendance broke all records, but from the enthusiasm that has been aroused during the past few weeks, which has been largely brought about by a well-directed advertising campaign, it looks as if the twenty-sixth meeting would outstrip all previous gatherings. The first two days will be devoted to the Typothetæ convention, and the cost congress will be held on the last two. The programs follow:

TYPOTHETAE CONVENTION.

Monday, September 2.— Meeting of Executive Committee; Evening, Informal Reception, Hotel Sherman.

Tuesday, September 3.— Opening of the Convention, 9:30 A.M.; Invocation and Greetings, by Rev. Frank Smith; Address of Welcome, by A. E. Southworth, President Chicago Typothetæ; Response by President of the U. T. A.; Appointment of Committees; Presentation of Banners. 2:00 P.M.: "Organization Work in the South," R. P. Purse, Chattanooga, Tenn.; "The Results a Cost System Should Bring," F. I. Ellick, Omaha; Discussion, led by F. J. Scott, Minneapolis; "High-class Printing in the Small Shop," Harry S. Stuff, Seattle, Wash.

Wednesday, September 4.— 9:30 A.M.: The convention will meet in executive session; 11:00 A.M., Reports of Standing and Special Committees; 2:00 P.M.: Henry Porter, Boston (subject to be selected); "Development of the Organization on the Pacific Coast," I. H. Rice, Los Angeles, Cal.; "The Importance of Job Printing to Other Lines of Business," C. S. Pike, Jacksonville, Fla.; "Preserving Property by Using It," Alfred J. Ferris, Philadelphia; "Sick and Accident Insurance," Ed. L. Stone, Roanoke, Va.; Selection of Place of Meeting; Election of Officers.

COST CONGRESS.

Thursday, September 5.— 9:30 A.M.: Opening of the Fourth International Cost Congress; Report of the Chairman of the Cost Commission; "What Constitutes the Standard Cost Finding System and Distribution of Overhead Burden." To be followed by general discussion; 2:30 P.M.: "Trade Customs"; "Machine Composition"; "What Constitutes Office Corrections? Are They Chargeable or Nonchargeable?" Resolutions presented by Cost Commission, followed by discussion.

Friday, September 6.— 9:30 A.M.: "Composing-room Efficiency"; "Press-room Efficiency"; "Bindery Efficiency"; "Scientific Management."

THE MACHINERY EXHIBITION.

The printers' machinery and supplies exhibition will also be held at the Sherman House. Many of the leading manufacturers and supply houses will be represented in the display. At the time of closing our forms the following concerns had secured space for exhibits: American Type Founders Company, J. W. Butler Paper Company, Barnhart Brothers & Spindler, Thompson Type Machine Company, Challenge Machinery Company, C. F. Anderson & Co., H. E. Delbare, Philip Ruxton Company, Paper Mills Company, Printing Machinery Company, Auto Press Company, George C. Dent, Automatic Printing Press Company, Miller Saw-Trimmer Company, J. L. Morrison & Co., Latham Machinery Company, Cleveland Folding Machine Company, Charles Eneu Johnson & Co., John Thompson Press Company, H. B. Rouse & Co., Rapid Electrotype Company, Upright Grain Printing Base Company, Rosback Company, Keystone Type Foundry Company,



Members of the P-I-C-A at Printing-trades Picnic, Riverview Park, Omaha, Nebraska, August 10, 1912.

From left to right: John M. Hogan, Omaha; Press J. Kennedy, Kansas City; 'Gene M. Turner, Philadelphia; Charles R. Docherty, Omaha; Fred W. Wallwey, Omaha Clarence E. Corey, Omaha.

Royal Electrotype Company, Wanner Machinery Company, Wetter Numbering Machine Company, and the J. A. Richardson Company.

ENTERTAINMENT.

Some of the entertainment features are: An automobile tour of the North Shore "for the wives and daughters — and sons, too"; an evening on Lake Michigan, with band concert, dancing and other amusements; a tour of Marshall Field & Co.'s big store, where luncheon will be served to the ladies; a night at one of the best theaters, which has

been chartered for the occasion; visit to the Art Institute, and a $7-a-plate banquet at the Sherman House. These are all free to the visitors.

Middle Atlantic States Second Cost Congress.

Every printer in New York, Pennsylvania, New Jersey, Delaware, Maryland, the District of Columbia, and the New England States is earnestly invited to attend the Middle Atlantic States Cost Congress' second session, to be held in Carnegie Lyceum, New York city, on October 1 and 2.

New York Master Printers' Association.

The interest in the live organization work being accomplished by the New York Master Printers' Association was clearly shown at a recent meeting. Seventy-two new members were proposed and elected at the meeting held at their headquarters, 68 West Thirty-ninth street, on August 8. Such an increase in the membership of a printers' organization at a single meeting is unequaled in the history of employing printers' associations in this country. It is the result of a strenuous and active campaign that has attracted the attention of the printing trade of New York.

The educational lecture course, which is a feature of the organization meeting, was delivered by J. F. Treveres, who had for his subject "The Inventory and Appraisal of Printing Plants." Mr. Treveres is an authority in his special line and gave a most interesting address.

The discussion of the important phases of appraisal and inventory and their relation to fire risk and insurance, which followed, showed the keen interest the subject had for those present.

The new paper-testing machinery recently purchased for the use of members was demonstrated and officially accepted. The Entertainment Committee, which is always alive to the enjoyable discharge of its most agreeable duties, announced a clambake at Rockaway Beach on August 24. It is needless to say that every printer and his wife or sweetheart will do his duty at the bake.

This association is rapidly growing in strength and membership. It is now the largest printers' association in this city, and the good influence of its national printers' doctrine is most beneficial to the trade. The New York Master Printers' Association is not attempting the impossible. It does not dictate or suggest the price at which printing is to be sold. This has proved, in New York city, so far as it has been tried, to be a disappointing and an impractical theory. The policy pursued is purely educational, and the appeal is made directly to the self-interest of the printers. They are shown clearly at the meetings and by the literature sent out that those without a proper cost system are losing money. And when it is actually demonstrated to a printer that he is losing money he will sit up and take notice.

Some six of the members in the past month have employed a cost expert to install cost systems in their plants. This is a direct result of attendance at the meetings.



A Portion of the 1,400 who Attended the Printing-trades Picnic, at Riverview Park, Omaha, Nebraska, August 10, 1912.

The coming fall and winter promises to be lively and interesting for the organization. Good speakers and lecturers have been engaged for the meetings, and the members will find benefit and instruction by attending.

Canadian Printers' Cost Convention.

On October 24 and 25 the printers of Canada will hold a cost convention at Montreal. The speakers will include some of the foremost cost experts in Canada and the United States. Information concerning the convention may be had by writing Charles H. Tice, secretary-treasurer, 807 Eastern Township building, Montreal, Canada.

Ohio to Excel in Its Second Congress.

The Second Ohio Cost Congress, to be held at Cincinnati, October 3-5, is to be distinguished by what is claimed will prove the biggest and best exposition of printers' machinery that has been held in America. The officers of the organization have been working practically night and

day to make the occasion the most memorable in the annals of printers' meetings, and an excellent program has been arranged.

Attendance from every part of the country is expected, but special invitations are being sent to the printers of Ohio, West Virginia, Kentucky, Tennessee, Indiana and Pennsylvania.

The program for the congress is as follows:

Friday, October 4, 9:30 A.M.: Address of Welcome; Response; Reports of Officers and District Vice-presidents; H. P. Porter, of Boston, on "Standardization." 2:00 P.M.: F. I. Ellick, Omaha, "Standard Uniform Cost Systems"; Question Box, conducted by Mr. Ellick; Entertainment by music on the great pipe organ; Dinner in Auditorium Hall 5:30 to 7:30. 7:30 P.M.: Charles F. McElroy, Cleveland, "Organization"; R. T. Porte, Cincinnati, "Costs in a Country Printing Office."



Reproduction of Poster sent out by the Ohio Cost Congress. The original is 14 by 22 inches in size and is printed in five colors.

Saturday, October 5, 9:00 A.M.: Charles Francis, New York, "Efficiency"; A. F. Sheldon, Chicago, "Science of Business Building"; W. J. Hartman, Chicago, "The Printer as a Business Man." 2:00 P.M.: Earl R. Britt, St. Louis, "Your Business, Your Customer, Yourself"; Charles F. Waltz, Cincinnati, "Ohio Workman's Compensation Law"; Fred. M. Lloyd, Chicago, "Taxable Value of Printing Plants"; J. S. McMillan, Monroe, "An Original Benediction."

THE difference between failure and success is the difference between passively waiting for things to come your way and actively going after them.— *Exchange.*

Written for THE INLAND PRINTER.

COLLEGE TRAINING FOR JOURNALISM.

NO. II.— BY HARRY E. RIDINGS.

THE two chief schools of journalism to-day are at the University of Missouri, Columbia, and at Columbia University, New York city. At Missouri the school is four years old, and from its beginning has ranked with law and medicine and the other professional schools in that university. At Columbia University, although the school has not yet opened its doors to students, the liberal endowment of the late Joseph Pulitzer and the pretentious plans under way make this school of the first rank.

Below these two thorough schools are institutions offering journalistic training of various scope — in some instances the work offered compares favorably with these two schools, and in others it consists chiefly of a course in rhetoric taught by an English professor. An instance of the specialized journalistic training which is done thoroughly by several schools is the agricultural journalism at Iowa State University. Seven years ago John Clay, of Clay, Robinson & Co., Chicago, endowed a department of journalism in the Iowa school. Mr. Clay believed the pen could do more than the plow to make the best of country life. The department he founded has already turned out men holding positions in the field of agricultural journalism. Seven courses are offered, two of which are for women in the department of home economics. A course in agricultural advertising is offered. It is found that students taking work in journalism are stimulated to deeper and broader agricultural study. The Iowa Agriculturalist is largely a product of this department.

Work similar to this is done also at the Kansas State Agricultural College at Manhattan and also at the Massachusetts Agricultural College. This same sort of work is usually a division in the broader schools of journalism. At Missouri a special course in agricultural journalism is offered and also a special course for teachers, to enable them not so much to write news about their schools as to know what is news and to know how to give it to the reporter so he will want to use it. It is to enable teachers to get publicity for their educational work.

These instances of specialized work are given here to show that good work is being done in many places, although this article is concerned mainly with the two broader schools, the ones at Missouri and Columbia universities.

Women will be admitted to the new Pulitzer school, despite the widespread general impression to the contrary. A recent announcement of the school explains a plan to permit women to do the first two years' work for the journalism degree, the preparatory study, at Barnard College, a girl's school. The courses at Barnard, which will be open to students this September, will be parallel to those offered to men in Columbia University, and the director of the Pulitzer school will cooperate with the faculty at Barnard in planning and supervising the courses.

In working out the plan and scope of the Pulitzer school the advisory board found that women were too important a force in journalism to be ignored. Figures compiled on the subject showed that in 1870 there were thirty-five women engaged in newspaper work. The census of 1900 disclosed that 2,193 of the 30,098 newspaper workers were women — seven per cent. This proportion compared with 1,010 women among the 14,703 lawyers and 7,399 women

among the 134,225 physicians. Of the 5,836 authors listed under the census of 1910, 2,616 were women.

The Missouri school has admitted women from the time it was established. The number of women enrolled has been about fifteen out of one hundred students. Of the twenty-eight graduates of the school, two are women.

The policy of admitting any one who can show capability without regard to previous attendance upon any school is followed both at Missouri and at New York. This enables the student from the school of experience and the self-educated person to enter the schools to get more highly specialized training if he desires. The degrees conferred upon graduates are not given to those who enter under this special dispensation, but all the practical benefits the schools offer are open to them.

The degrees conferred by these schools differ essentially. The Pulitzer school is to confer a B. Lit., Bachelor of Literature. The degree from the Missouri school sounds much better to the practical newspaper man, however — Bachelor of Science in Journalism. And this is to be shortened hereafter to Bachelor of Journalism.

The details of the classroom and laboratory work at Columbia University have not been announced very definitely, and it is probable that the more practical part of the training will not be well organized until the new school can occupy its own building in the fall of 1913. That practical work will be undertaken this first year is indicated, however, in the intimation that persons who have had valuable practical experience will be given preference in the limited number of students which can be admitted this year. Provision will be made in the new building for a newspaper press, but according to present plans this will not be installed when the building is first completed. The provision for a newspaper press seems to be only because the board believes that they some time may find it best to issue a paper from the school.

If a daily newspaper is issued by the New York school, the large city should furnish an abundance of material for the students to practice upon in covering and writing stories.

The *University Missourian,* a six-column four-page afternoon daily, has been published by the students in journalism at Missouri ever since the school was started. Columbia is a city of only about fifteen thousand, and does not offer all the advantages of a metropolitan city, but there are compensations. In Columbia the students' paper exerts large influence; it has a wide circulation, covers all the town as well as university news, and is depended upon by many for their daily information of the local community. No regular telegraph service is used now, but all events of particular local interest are obtained by wire. When the university football team goes for a game in Iowa or Kansas or Nebraska, a staff correspondent of the *University Missourian* is always sent along to send back a report of the game. Some of the strenuousness which obtains in the office of the metropolitan papers is seen on this small school paper occasionally. Elections always offer an opportunity for the students to get a sample of working under pressure by getting out a morning extra — and they also have the experience of a long, all-night drag at the desks. For the big contests on the local athletic field extras are issued, and though the students are handicapped by incomplete mechanical equipment they have several times met the crowd leaving the stadium with the "wuxtras" telling all about the big game. For these extras two students are chosen for the office, or inside, work and two to handle the field end of the story, telephoning it to the office.

A look into the business end of a newspaper also is obtained by students at Missouri. The paper is owned and published by the students in journalism, through a board elected each year. Two heads, one for the business end and the other for the editorial, are named by this board, and these two executives choose their own assistants. The business manager must make the paper pay for itself — there is no fund provided by the university for this purpose. And this making the paper pay is not an altogether easy job in a town the size of Columbia, when there are already two other dailies here. The *Missourian* is issued only nine months in the year, during the school term, and this necessitates a new subscription-list each fall, and also new advertising contracts. This business arrangement is a handicap in some respects, but it furnishes an abundance of valuable experience, and, after all, that is the real purpose of the paper and of the school.

What the work on its practical side will be at the Pulitzer school can better be determined after the authorities have had a year for experimentation, and when it is housed in its own new quarters. The new building is to be five stories, 208 by 55 feet, at Broadway and One Hundred and Sixteenth street, New York city. Besides the offices, classrooms and reading-rooms there will be established a laboratory for a collection in current history and politics, including municipal charters, documents relating to all branches of modern governmental activity, and pamphlet literature and reports of civic organizations.

The comprehensive character of these two schools of journalism, and the plans under which they are working and expect to work, should give a positive answer to the doubt which still exists in the minds of a few veteran newspaper men that journalism can be taught in a school.

THE STANDARD DICTIONARY.

The Funk & Wagnalls Company has nearly completed the remaking of the Standard Dictionary. All of the original text has been preserved excepting where progress or additional information has necessitated alteration, and new matter has been added very liberally. The vocabulary, of which the original consisted of 317,000 terms, has been enlarged to 450,000 terms of all kinds. This has been entirely reset and is arranged in one alphabetical order throughout, thus facilitating consultation. The editorial policy which has governed this new edition was that laid down by Dr. I. K. Funk in the first edition, and throughout the new work the influence of his guiding hand may be seen.

F. Horace Teall has again decided all questions of the compounding or separation of words, considering each instance on its own merits, and leaving his original work practically unchanged. We are informed that he fully recognizes the fact that hardly any one person really uses all the hyphens shown in the Standard Dictionary, but he has chosen the forms therein as the best that are in actual usage, the only new feature of his work being a fair amount of systematization.

Another very important department has been entrusted to Mr. Teall — pronunciation and syllabication. A new alphabet, with no diacritic in English words except the macron to distinguish the long vowel, is substituted for the former "scientific alphabet," and is explained in the introduction. Each pronunciation is given first in this alphabet and repeated in the regular alphabet with familiar diacritics. Many changes are made in the division into syllables, and this has been done entirely by Mr. Teall.



OFFICERS AND DELEGATES TO THE FIFTY-EIGHTH ANNUAL CONVENTION OF THE INTERNATIONAL TYPOGRAPHICAL UNION, CLEVELAND, OHIO, AUGUST 12 TO 17, 1912.

INTERNATIONAL TYPOGRAPHICAL UNION CONVENTION

LAUDATION from the president of one of the great employers' organizations — E. H. Baker, of the American Newspaper Publishers' Association — was a feature of the opening day of the Fifty-eighth Convention of the International Typographical Union held at Cleveland, Ohio, the week of August 12-17. The other welcoming orators included the mayor, editors and managers of newspapers, and David Gibson, dean of the literature of commerce, who extolled the constructive work of the great wholesaler of labor, as he designated the big union. Later Charles Francis, president of the Printers' League of America; W. J. Hartman, president of the Ben Franklin Club of America; H. N. Kellogg, labor commissioner of the Publishers' Association; James J. Freel, president of the International Stereotypers and Electrotypers' Union, and F. W. Heath, secretary of the United Typothetæ of America, delivered addresses before the convention. Some interest attached to the last-mentioned gentleman's appearance, as he is the first Typothetæ official to greet the International Typographical Union for several years, but his reception was probably more cordial than he expected — the daily press designating it a "rousing reception." Mr. Heath made a diplomatic address, and as he hurried from the hall to catch a train he was heartily invited to call again.

Some Statistics Showing Size.

In calling the meeting to order President Lynch announced that this was the largest convention the union had ever held, 330 delegates being present. This, however, was but one of the record-breaking items that developed during the week. The officers' reports made a volume of 250 7¾ by 4¾ type-pages, which was mailed delegates before they left their homes, and which showed 1912 to be the typographical union's banner year. The total membership is 59,700, and only 5,600 were in arrears on May 31, last. They earned $53,378,902, or an average of $992, and it is estimated that scales now in vogue call for an increase next year of $3,600,000 over the earning capacity of 1911-12. The International had in its strong-box $655,542 ($690,-538 on July 31), while the local unions have the tidy sum of $362,529 in their treasuries. The income for the year was $689,788 and the expenditures $532,461, the principal items being: Burial benefits, $74,698.85; strike benefits and special assistance, $22,743.10; old-age pensions, $169,657; Union Printers Home, $97,483.76.

Replying to critics, Mr. Lynch directed attention to the fact that the clerical and administrative expenses of the union are three per cent of the receipts, and cost each member seven cents a month. In the mass of detail presented the delegates it is noted that practically a quarter of a million pieces of mail and express matter are sent out of headquarters, which is exclusive of what is mailed by the

SIGNIFICANT FEATURES OF THE MEETING

The largest gathering of typographical union delegates ever held.

Cordially and whole-heartedly welcomed to Cleveland by the president of the American Newspaper Publishers' Association — E. H. Baker — and other publishers and editors, who provided one day's entertainment.

The convention was also addressed by representatives of all the national organizations of employing printers — Secretary Heath, of the United Typothetæ of America; President Francis, of the Printers' League of America, and President Hartman, of the Ben Franklin Club of America.

The union is making preparations to take an active and businesslike part in the second-class matter postal campaign.

It is to oppose the pedling of printing jobs, especially by unions.

It denounced the Chicago newspaper strike as a blunder worse than a crime and upheld action of the Lynch administration with enthusiastic unanimity.

The organization will open an employment bureau on a large scale.

Reports showed that the membership is 60,000; there are more than a million dollars in the treasuries of local and international unions; 161 members were on strike last year; 1,038 pensioners received $169,657; an average of 130 members were residents at the Home and tuberculosis sanatoria, on which $97,483.76 was spent during the year; 655 members died, their heirs receiving $74,698 in benefits.

printer. The pension fund was taken advantage of by 1,038 members of the average age of 66.5 years, while 130 were maintained at the Home and tuberculosis sanatoria, and 161 members were on strike. The death roll shows 655 names of men who left this life at the average age of 48.09 years.

Administration Wins on First Vote.

With control of such large sums of money and machinery of such magnitude as the prize, it is natural that there should be opposition to the present or any other management. It manifested itself quickly after the president called the delegates to order. Under the rules it is an open question with each convention whether it shall select a committee on appeals or allow the president to make the appointments. In directing attention to this condition the president's manner and tone were a challenge, which was quickly accepted, and the resultant roll call was regarded as a line-up of the battling forces — 230 for the president and 82 against him. It was high tide for the rebels or "progressives," as a number of delegates friendly to Mr. Lynch thought it an anomaly to allow him to appoint a court to sit on appeals which he at one time or another had passed on.

Price-cutters Rebuked.

During the second day a question arose about the price the officers were paying for printing, which gave President Lynch an opportunity to say that he was not only opposed to hawking around work, but that he was starting a movement to stop the practice among trade unions that now have their work done on the competitive basis. He said competition in the commercial printing field was conducted in a senseless manner, some of it on the plan of getting the job and thinking about the price afterward, and that this system is responsible for there being lower wages in jobrooms than in newspaper offices.

Defeat Seven-hour-day Resolution.

There were several resolutions seeking the appointment of a committee to investigate the feasibility of establishing a seven-hour work-day. The question came to an issue on a proposition by one of the Toronto delegates, and the investigating committee was denied by a vote of 204 to 47. In a printed supplementary report President Lynch rather discouraged the idea, though he did not refer to these specific resolutions.

Reflecting in part some of the popular political sentiment of the day, there were efforts to confine the officers to (1) two terms of two years or (2) one term of four years, but the reformers were defeated. Similar fate befell the effort of a Kansas statesman who wanted to limit wage contracts to two years.

Monument to Pioneers.

The convention adopted the suggestion of the officers that a ten-thousand-dollar monument be erected in the Home cemetery at Colorado Springs, in honor and memory of pioneer members and those who lie in unmarked graves.

The growing plan of having State and Provincial conferences of union printers was approved, and members urged to make efforts to establish such an organization in each State and Province.

The composing-room sanitation scheme promoted by Chicago Typographical Union was heartily approved and recommended to the craft, other unions being urged to impress the Chicago plan on the attention of boards of health.

Going Actively into Postal Fight.

Among the nondelegates who addressed the convention was W. B. Prescott, of THE INLAND PRINTER staff. He took advantage of the opportunity to speak of the postal troubles that afflict the trade, and to urge that the typographical union take a more active interest in the matter, advocating the appointment of a representative to look after the trade's interests as affected by the Postoffice Department. It so happened that the next day the United States Senate passed a bill doubling the rate on second-class matter. The Periodical Publishers' Association wired Secretary-Treasurer Hays at Indianapolis asking him to protest to certain congressmen. This was done, but the convention rose to the occasion by having each delegate send a dispatch to his congressman and senators, which resulted in more than a thousand messages going to the capital. The convention also voted to send Mr. Prescott as its representative, and authorized the officers to appoint a permanent representative when they deem it advisable.

The convention, led by the Committee on *Typographical Journal*, urged that every effort be made to "arouse the membership to the dangers of the situation" in relation to postoffice affairs. The Postoffice Department's methods in shipping by freight and requiring publishers to route second-class matter were condemned.

About the Apprentices.

The Committee on Apprentices recommended that unions discourage the "errand-boy classification" in composing-rooms and substitute therefor apprentices. President Lynch raised this issue in his report when he directed attention to the frequency with which so-called errand boys get a smattering of the trade and in time become inefficient workmen, a tax on proprietors and an injustice to other employees. In the president's opinion "The proper thing to do is to abolish altogether the errand-boy classification and permit the employment of a sufficient number of apprentices to do the work that ordinarily falls to the apprentice's lot. The employment of errand boys is simply dodging the apprenticeship proposition. The members of a union which permits such a condition may cajole themselves into the belief that because of the verbal or written safeguards that are thrown around the employment of unskilled labor, the boys will not secure knowledge of the trade and eventually become competitors with the finished printer." Where possible, unions were asked to see that apprentices be given experience as copyholders.

Ninty-five Per Cent of Betterments in Arbitrated Cases.

The delegates placed themselves on record as approving the principle of arbitration and mediation in the settlement of industrial differences, declaring "our entire arbitration history is a record of progress in bettering wages, hours and conditions." In answer to a question, President Lynch said figures showed the typographical union had secured some benefit in ninety-five per cent of all cases decided by arbitration.

An effort to line up the allied trades for the purpose of having all contracts run concurrently was defeated. It appears that in some communities where the plan has been tried the compositors have not experienced unalloyed joy as a result of the arrangement. One speaker said the pressmen invariably refused to go further in negotiating a joint agreement after their demands were met.

Technical Education Gets Larger Grant.

The work of the Commission on Supplemental Trade Education was strongly commended, additional money was

voted it, and local unions urged to take a livelier interest in the welfare of those who would benefit by instruction in printing, and especially to urge apprentices to take the I. T. U. Course.

Functions of Home May Be Extended.

Owing to the establishment of the old-age pension and the advance in the treatment of tubercular diseases, the attendance at the Home is falling off; at least, it is not increasing. Notwithstanding this, there was a demand for the establishment of another home at Tampa. This was negatived, and the Home trustees directed to investigate and report on the suggestions made by President Lynch last year when he said: "I believe the Home has a new and greater career before it, and that it should and will be converted into a printers' sanatorium, where all the members of the International Typographical Union afflicted with disease of whatever nature may find a home and a possible cure. Indeed, I would go further than this and establish an institution where our members who are exhausted and run down by the strenuous requirements of the composing-room of to-day might resort for a month, or two months, or six months, in order to build up a shattered nervous and physical system, so that they may continue at their trade, useful members of society and supporters of families. . . . Why not, then, the Union Printers Home converted into a great sanatorium and rest cure, where our enervated members may find that surcease from toil and worriment that will instil into their systems energy and ambition, and add to their years of usefulness?"

Reject Socialism.

Efforts to commit the convention or organization to a socialistic plank and to an expression in favor of the single tax were given short shrift, President Lynch taking occasion to mention a leading socialistic publication as not being as good as some capitalist publishers. The convention did, however, dip sufficiently deep into politics to denounce the so-called Root amendment to the Dillingham Immigration Bill, on the ground that it provides for the deportation of immigrants for criticizing the authorities, laws and customs of the countries from which they came.

The delegates indorsed the forthcoming national Printing, Publishing, Advertising and Allied Trades Exposition to be held at New York, April 19 to 26, 1913, by authorizing the officers to attend the show.

New Plan to Taboo Scurrilous Campaigning.

After each election of officers of the typographical union there is very general reprobation of the character of the campaign "literature" circulated. Usually the opposition is said to father the matter which is labeled libelous, slanderous, and so forth and so on. The feeling finds its way into conventions, which have been unable to frame prohibitive laws, because they have been unable to define the line of demarkation between decency and free speech. Previous conventions have expressed their disapproval of the practice, but the flood of crimination and recrimination has broken out afresh at each succeeding campaign. This year a series of denunciatory preambles and advisory resolutions are to be submitted to the referendum. It is thought that campaign managers, letter-writers and pamphleteers will not care to run counter to the expressed wish and desire of the membership. The final resolve — a confession and a demand — is as follows: "We demand that all members of the International Union shall refrain from the abuses of free speech and free publication that have made of our elections, both international and local, a reproach to the good name of our organization and a discredit to the trade-union movement."

Chicago Newspaper Strike Denounced.

The Chicago newspaper strike was expected to be the thriller of the convention. The web pressmen became embroiled in difficulty with the Chicago Hearst management. On the side of the men this soon involved stereotypers, wagon-drivers and newsboys; the other publishers lined up behind the Hearst management. A somewhat similar situation developed in San Francisco. The compositors of both cities refused to join in the movement, the international officers declaring that they would endeavor to make good on the contracts, and the striking stereotypers were deprived of membership by their international organization. The committee to which the matter was referred indorsed the action of Chicago Typographical Union and the international officers, and said this strike "could have been avoided by the exercise of patience and diplomacy, and should never have taken place. To permit such a strike to occur and then to involve other trade-unionists in the warfare and to propagate and support this warfare, bringing about industrial chaos and individual suffering, is, as our Chicago union justly termed it, a blunder worse than a crime."

The report of the committee was unanimously indorsed, but not without debate. President Freel had spoken on the subject previously, and President Lynch made the speech of the week defending himself and denouncing the men who had promoted and fostered this "needless shame." At the conclusion of his forceful remarks he was given an ovation lasting ten minutes.

Long Service Not a Bar to Discharge.

During the discussion of a case on appeal which involved the discharge of an old employee who was slowing up and failed to give satisfaction, President Lynch said: "A local union might for a time insist upon the employment of a member who had outlived his usefulness, but the council would not sustain the union in its attempt to force the employer to maintain a pension-list. A member, regardless of age, is subject to discharge for incompetency. If the council is reversed, this convention will go on record as saying to employers that a man who has worked in an office for a number of years must be retained regardless of his competency." The council's decision was not reversed, however.

Favor Small Executive Council.

At present the affairs of the typographical union are administered by the executive council, composed of three of the principal officers, all of whom reside at Indianapolis while members of the council. This small body with much power is the subject of criticism, and in some quarters is accused of being an extravagant appurtenance. A comprehensive amendment to the laws included establishing an administrative body, composed of eighteen members, selected from designated divisions of the continent. It was defeated when it was shown the expense account to hold the number of meetings required would run between fifty and sixty thousand dollars a year.

Following the recommendation of President Lynch, the officers were instructed to establish an employment bureau. The Indiana and New England State organizations have successfully maintained such an organization for some time.

Medicine Hat got its name on the map again when the delegate from the Canadian weather factory protested against the face of the seal of the International Union. He wanted the American flag removed, but the convention

diplomatically kept the eagle's feathers from becoming ruffled and calmed the angered beaver by ordering the officers to secure a seal that more nearly represented the international character of the organization.

Nashville Gets Convention — Beats Gotham.

Little old New York went to inglorious defeat as a candidate for the next convention, receiving 30 votes as against 292 cast for Nashville, Tennessee. This must not be taken as an indication of deep-seated hostility to the eastern metropolis. Its defeat is probably due to the fact that New York union's invitation included the statement that it had money to spend for business meetings, but not one cent for social sessions.

Representatives of various unions asked the printers to support their labels, and a suffragette was allowed to make an appeal for " the cause," but a gentleman who wanted to talk for an hour on banking was refused the platform on the objection of a delegate from his State.

The Social Side.

As a host Cleveland Typographical Union has won a position of eminence in journeymen printerdom. Its committees had a streak of originality which it exemplified in the organization of the Cave Men, a fun-seeking organization having three degrees, the first one of which — " the turkey " — was bestowed at Cleveland. The other degrees — of which deponent knoweth nothing — will be conferred at future conventions.

The usual reception to the ladies and get-together for the men took place on Saturday. Sunday was an out-of-the-ordinary affair, in that Toledo and Detroit typographical unions entertained at Cedar Point on Lake Erie. To reach the point involved a trip by steamer, which was enjoyable to all and a novelty to those from inland points.

Monday afternoon was publishers' day, when the local newspaper proprietors gave a two-hour trolley ride about Cleveland and wound up at the American League ball park, where the visitors saw the Naps wallop the Sox.

Tuesday afternoon and night were spent at Luna Park, Cleveland's noted amusement resort. In addition to the usual program at such places, a number of sporting events and a luncheon were provided by the committee. There was something of some kind doing every minute.

Entertainments came to an end on Wednesday with a moonlight ride on Lake Erie, which gave many visitors an opportunity to taste a form of amusement that is popular in water-front cities.

One of the theaters ran Joe Medill Patterson's " Fourth Estate " during the week.

Woman's Auxiliary Exhilarated.

Though comparatively few in number, the Woman's Auxiliary ran a close second to the big organization in the newspaper-notice sweepstakes.

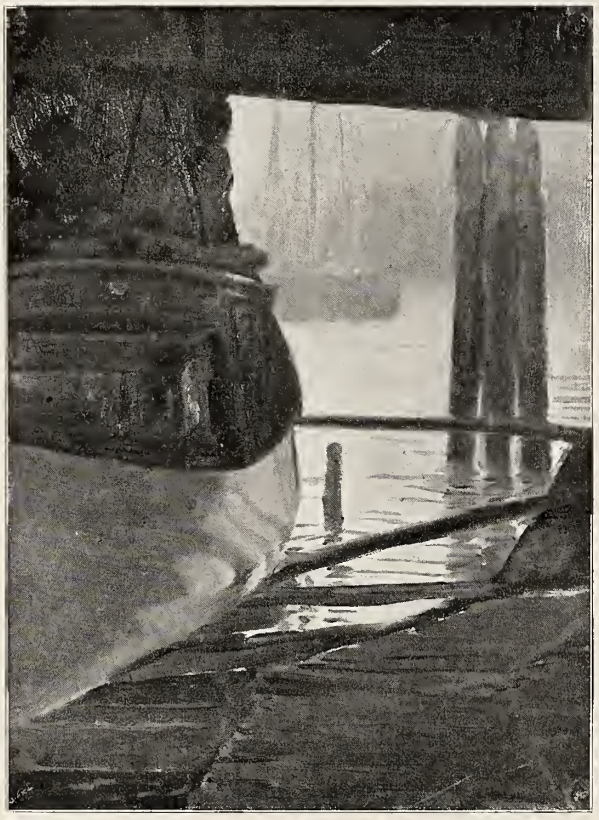
First the papers announced the arrival of Mrs. Charles McKee, of Indianapolis, and Mrs. Frank Long, of Cincinnati, president and secretary, respectively, of the International Auxiliary. The next note was to the effect that a " big fight " would be made on seating a lady from Omaha. That affair does not seem to have reached the proportions — if it ever became a factor — that the enthusiastic reporter expected.

On the day following the *News* had a two-line, double-column head, the first line under which read —

" Zizzz! Bang! " ——

which is meant to convey a " general soda-water effect," and which the reporter averred best represented the sounds emanating from the hotel parlor where the meeting was being held. And it was not about the seating of a delegate, but the appointment of a stenographer. It appears the secretary engaged a young lady who had previously served in that position and who was to be paid $10 a day. A man was willing to work for $5 a day. It was not wholly a matter of price — of bargains in stenographers, as it were. There was some question of authority — which official was authorized to make the selections. The meanings of the words " secure," " hire " and " appoint " also engaged the attention of the debaters. Though one eastern lady spoke rather disdainfully of his looks, the man stenographer got the job. One or two left the room, expressing various views and dispensing smiles or tears, as suited their respective temperaments.

Mrs. Long, the secretary, protested against the auxiliary's action by leaving the hall and taking the books with her. It is said on good authority that the auxiliary had not recovered the books up to a late day in the week. Mrs. Long's opponents showed their disposition by declaring her office vacant and electing Mrs. Lowther, of St. Louis, to the position. It was whispered there were some disputes about credentials, but to one who only saw the ladies as they appeared at entertainments or in hotel lobbies it seemed that on the whole a " most enjoyable time was had " during Cleveland week.



ON THE CHICAGO RIVER.

Drawn by S. J. Kennedy, Palette and Chisel Club.

A KINEMATOGRAPHIC MEASURE OF LOVE.

From a moving-picture-film catalogue: " Eternal Love — lasts fifteen minutes."— *Exchange.*



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Expert Cost Accountant.

(1341) Expert cost accountant of eleven years' experience in the printing business would like to connect with a house requiring the services of one who is thoroughly capable of installing cost systems in the plants of printing and allied lines. He has also revised accounting systems. Within the past year has adapted a widely known cost system to the electrotyping business, making changes and additions to make it fit the conditions of that business. That system is now being used in Boston and New York. Salary, $60 per week. First-class references.

Composing-room Foreman.

(1342) Foreman thoroughly experienced in laying out book and job work desires a similar position with progressive firm. At present located with a job plant in the East, but feels hampered through the lack of competent help and good material.

Pressman.

(1343) Pressman, twenty-four years of age, with seven years' experience on cylinder, platen and specially built machines, would like to make a change and connect with some firm where chance for advancement is good and where there is an opportunity to learn cost and estimating. Fair knowledge of cost, stock and color. Sober, reliable and a hard worker.

Foreman or Superintendent for New York City.

(1344) Man thirty-one years of age, with sixteen years' experience in the printing trade, seeks foremanship or superintendency in New York city. Has been superintendent for the past five years, and three years prior to that was foreman in the same shop. Thoroughly practical and experienced in handling all kinds of publication, catalogue, book and job work. First-class estimator, cost systematizer, and has a good knowledge of purchasing papers and other supplies. Fully competent to handle help and get best results. Excellent references.

Job-printing Plant for Sale.

(1345) Well-selected job-printing plant for sale in an up-to-date western city of four thousand. Plant invoices about $1,000, everything practically new and in first-class condition. City has advanced public improvements, is a division point on the Northern Pacific Railroad, and soon will have water transportation to the coast, making future prospects very good. Present owner wishes to devote entire time to poultry business. Six hundred dollars cash will handle the proposition, with plenty of time on deferred payments.

Position Open for Printing Salesman.

(1346) A position is open in an enterprising southwestern city of fifty thousand for a high-grade printing salesman. The company wants a man of character and ability who possesses a faculty of salesmanship as distinguished from that of the order-taker. Excellent opportunity for the man who can deliver the goods.

Foreman and Compositor.

(1347) A position is open in one of the leading cities of Canada with a strictly up-to-date printing house for a foreman who can produce "original" work and who would appreciate an opportunity for advancement. Would also consider a good compositor in the same shop. Shop well equipped, and the company would gladly add whatever was necessary to meet requirements of the right man. First-class opportunities.

Composing-room Foreman.

(1348) Foreman of composing-room, at present employed, desires change. Wants position in large or medium-sized plant where there is opportunity for advancement. Has ability to produce satisfactory results on all classes of work. Six years in present situation. Member of union; married; sober and reliable.

Wants Charge of Plant and Working Interest.

(1349) A young man of eighteen years' experience in the printing business wishes to locate in some good lively city of not less than one hundred thousand, with a firm that would be willing to give a working interest in the plant — say, salary $30 a week, $25 cash and $5 stock up to $500 or $1,000. Can handle job, catalogue and stone work. Capable of taking charge of the mechanical end of any composing-room. Union; steady and reliable. Excellent references.

Wants to Locate in Atlantic Coast State.

(1350) Young man of nearly eight years' experience in printing business, fast and accurate on advertisements and make-up, with fair knowledge of jobwork, desires to change on account of the lack of incentive for good work in office where now employed. Would like to locate in one of the Atlantic Coast States between New York city and Jacksonville, Florida, in some good live town of five thousand to twenty thousand, preferably in a well-equipped newspaper plant or job-office where up-to-date methods, including a cost system, are used. Capable of taking charge of small newspaper plant employing four or five printers and get results from mechanical departments.

Opportunity for Compositor Seeking Partner.

(1351) A good opportunity is open for a young compositor with small capital to associate himself with a young pressman in establishing a commercial print-shop in the State of Washington. Good field; near Seattle and Tacoma.

Machinist-operator Seeks Change.

(1351½) Machinist-operator on No. 3 or 4 model is desirous of making change. Would like to correspond with firm contemplating installing No. 8 or 9 model in two or

three machine plant. Competent on advertisement or job machine composition. Eighteen years in the printing industry.

All-around Country Printer and I. T. U. Student.

(1352) All-around country printer and progressive student of the I. T. U. Course of Instruction in Printing would like to get a position in the composing-room of a good city job-shop. Eight years' experience, and has also gained a knowledge in the study of the course to enable him to become a neat and fast workman. Twenty-six years of age; single; sober and reliable. At present employed, but seeks a place where there is a chance for advancement, with greater variety of work, as he wants to become a high-class printer.

Opportunity for Linotype Machinist-operator and Compositor.

(1353) A $3,500 shop in a live town of twenty thousand, doing $800 and better monthly on $90 weekly payroll, would like to interest linotype machinist-operator and compositor with some money to thus enlarge business. Business incorporated two years ago, doubled in past year and is property of live office man, stock man and solicitor and a pressman-compositor. Located in Kentucky.

Wants to Buy Newspaper or Job Office.

(1354) Inquiry has been made for information concerning county-seat weekly papers and job offices for sale. Correspondence invited.

Cost Accountant Seeks Change.

(1355) Change of position is desired by an experienced cost-accountant and price-maker office man, capable of managing. Nothing less than $2,500 a year will be considered.

Compositor Seeks Foremanship.

(1356) Up-to-date compositor and executive must change position on account of wife's health, and prefers Southwest or West. Capable of taking charge of any size shop. Sober, reliable and a hard worker. Would invest in first-class shop, but doesn't want to hear from " has been " propositions. Union.

Newspaper Man Would Return to Virginia.

(1357) First-class all-around printer, capable of taking charge of weekly paper and job shop, would like to secure a situation on an eight-page daily or modern, well-equipped country weekly, preferably in Virginia or near-by State. Would like foremanship. Thirty-six years of age; union; sober and steady. Wages not less than $21 a week.

Bookbinder of Wide Experience.

(1358) A1 bookbinder with years of experience in all classes of binding, ruling, blank-book work, is open for a position.

Whole or Half Interest in Printing Plant for Sale.

(1359) A good opportunity to purchase the whole or half interest in an up-to-date printing house in the Southwest is offered. The present owner wishes to be free from work and responsibility for a time. Has made good money, and there is a good opportunity to build up a greater business. Party would be glad to furnish full particulars.

Practical All-around Printer.

(1360) Practical all-around printer of twenty years' experience would like a position in a good, reliable printing house, either as compositor, foreman of composing-room or, if shop is not too large, would take entire charge of mechanical end where an interest in the business could be secured. Prefer the West or Northwest. Will consider nothing under $25 a week. Good compositor and platen pressman, stock man, proofreader, estimator, and can do small bindery work. Also familiar with cost finding. Union; married; sober.

Foreman or Manager of Weekly or Small Daily.

(1361) All-around printer, thirty-three years of age, formerly foreman and manager for a number of years, doing the buying and estimating, would like to connect with a good country paper as foreman or manager — either a good weekly or small daily where he would have a future. Would be willing to start on a salary of about $20.

Proofreader Who Also Can Prepare Copy.

(1362) Printer of long experience on newspapers and in job offices desires position as proofreader or work in preparing copy for compositors. Forty years old. Strictly sober and reliable.

First-class Pressman and All-around Printer.

(1364) On account of the illness of his wife an A1 cylinder and platen pressman, who is also able to do practically everything in a composing-room (good stoneman) is required to make change of location. Can tear down and erect presses if necessary. Good on vignette and process work. Competent to lock up any kind of form. Now receiving $30 in a western city. Willing to go elsewhere in the West for $27. Union, but will accept work in an open shop in unorganized town. References if required; would prefer, however, to go on job and let ability prove his worth.

Fine Field for Poster House.

(1365) In a large eastern city of over one hundred thousand population a splendid opportunity is open for the establishment of a high-class poster-printing house. Only one other shop, which does an inferior grade of work. There are five theaters and two others in course of construction, with three pleasure parks using poster advertising. Located near other large cities. Good chance for up-to-date man to make profits on small outlay.

Wants to Buy or Edit Newspaper in Southern California.

(1366) Live middle western newspaper man with both city and country experience is compelled to seek milder climate on account of wife's health, and would like to purchase or take editorial charge of country weekly or small daily newspaper in southern California. Ambitious, capable and reliable. Has been editorial writer on metropolitan newspapers.

A PARDONABLE QUERY.

I can pronounce most any name,
Read French and German, too,
But when one sees such names as these:

Joseph Kassakowski .....1237 N. Ninth
Maryanna Pragoc .....1237 N. Ninth
Marko Sajkevic .....1638 Clark
Kata Balasko .....101 S. Twentieth

Now, what's a chap to do?

— *St. Louis Times.*

"THAT AIN'T NO PATCH."

The ladies stopped the little boy whose legs were briar-scratched
And marveled at the funny way his little pants were patched.
" Why did they patch with white? " they asked, " and not use brown instead? "
The small boy scowled and touched the spot. " That ain't no patch," he said.— *Dallas News.*

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Lithograph Posters for Stock Show.

(1279) "Will you kindly inform me where I can get lithograph posters for horse shows, poultry shows, etc.?"

Answer.—A number of the larger lithograph houses supply stock lithos. We have asked the Hayes Lithographing Company, of Chicago, to send you full information as to its stock posters.

Typefoundries.

(1276) "I have the addresses of the American, Barnhart Brothers & Spindler and the Inland typefoundries. Are there any others? If so, kindly forward addresses."

Answer.—Keystone Type Foundry, Philadelphia; Western Type Foundry, 618 Sherman street, Chicago; H. C. Hansen Type Foundry, Boston and New York.

Art Journals.

(1290) "Would be pleased to learn where I could get one of Chicago's best art journals and price of same for six months' or one year's subscription."

Answer.— The only journals published in Chicago devoted to art and the art trades are the *Fine Arts Journal* ($3 a year), 163 West Washington street, and *Picture and Art Trade* ($1 a year), 628 Monadnock building.

Local Scenes on Envelopes.

(1281) "Can you furnish us the names and addresses of firms that make a specialty of printing local scenes on the front of envelopes and descriptive matter of the locality on the back? We know there are firms who make a specialty of furnishing these to printers in quantities, and any assistance you can render in locating them will be greatly appreciated."

Answer.— The Sewell-Clapp Manufacturing Company, 23 North Desplaines street, is the only firm, so far as we can learn, that does that sort of work in this locality. Possibly the Commercial Envelope Box Company, Binghamton, New York, also does this work.

Hard-rubber Plates.

(1285) "In your last issue of THE INLAND PRINTER, in answer to Question 1246 (under the heading 'Pressroom'), you mention that you can give particulars regarding the makers of hard-rubber plates for printing on metal. We use a great many hard-rubber plates, but are not getting the kind of service we would like. We would thank you to give us the names and addresses of as many concerns as possible who can make these hard-rubber plates for us. If we can get in touch with the right party, we are in position to give him about $1,500 to $2,000 worth of work a year."

Answer.— The only firm we know of that makes rubber suitable for your line is the Louis Melind Company, 103 South Fifth avenue, Chicago. This concern makes special hard vulcanized rubber plates that can be used for metal-plate printing or other purposes. We believe it has an exclusive line.

Pressboard.

(1278) "Would you please give me some idea as to the kind of pressboard used for making pressboard cuts or tint-blocks, and also where to secure same?"

Answer.— Pressboard may be secured in various thicknesses. For tint-blocks a medium weight will answer. You can buy it in sheets for 15 to 30 cents, according to weight and dimensions. It is carried by printers' supply houses and dealers in bookbinders' materials.

Paper Bags, Roll Paper, Etc.

(1288) "Can you give me the address of some large manufacturer of merchants' supplies — paper bags, roll paper, etc.— in the middle West?"

Answer.— The following are leaders in this line: Continental Paper Bag Company, 307 Commercial Club building, Indianapolis; Chicago-Detroit Bag Company, Marquette building, Chicago; Samuel Cupples Woodenware Company, Chicago; Hollis & Duncan, 10 Market street, Chicago; Thomas Phillips Company, Akron, Ohio; Tarentum Paper Mills, 411 Fifth avenue, Chicago; Adams Bag Company, Chagrin Falls, Ohio; Chatfield & Woods Company, Central avenue and Fourth street, Cincinnati, Ohio; Advance Bag Company, Middletown, Ohio.

Gummed Stickers.

(1275) "Kindly inform us where we can purchase gummed stickers like the enclosed."

Answer.— Your paper dealer should be able to supply you with the kind of gummed paper enclosed in your letter, and it is an easy matter to slit it on a press. Lock up brass rule spaced off with a pica slug between each pair of rules. Remove the rollers from the press. Make a hard tympan of manila and use a pressboard or a piece of sheet brass under the top sheet. Stretch a piece of twine across between the grippers at the top and bottom and stretch rubber bands between the pieces of twine. These bands will insure that the slit paper will not adhere to the rule. You should be able to do this work nicely on one of your presses.

Small Presses for Printing Cards.

(1280) "Would esteem it a favor if you would forward me the addresses of manufacturers of small presses for printing business cards."

Answer.—Automatic presses especially adapted to printing cards are made by the Automatic Printing Press Company, 216 South Jefferson street, Chicago, and the Buffum Tool Company, Louisiana, Missouri. The following are makers of presses for hand feed: The Kelsey

Press Company, Meriden, Connecticut; Sigwald Manufacturing Company, 189 West Madison street, Chicago; Chandler & Price Company, Cleveland; Golding Manufacturing Company, Franklin, Massachusetts.

How to Learn Proofreading.

(1289) "Having been referred to your institution as being a place where proofreading is taught, I write to get terms. Am desirous of taking a short time in perfecting myself as a proofreader. Have had some experience. I am a stenographer of first-class ability."

Answer.— THE INLAND PRINTER does not teach proofreading except through the general information given in its Proofroom department and special articles treating the subject, and we do not believe that proofreading is taught by any institution in the country. The best way to get a knowledge of proofreading is to secure a position as copyholder in some printing-office. If you do not find this possible, we would advise that you secure some of the books on proofreading and punctuation listed in our catalogue. By close study of these and general reading, not forgetting to keep yourself well posted on world events, as well as domestic affairs, you may be able to get started as a regular reader.

Ballot Printing.

F. A. Jones, of New York, answering an inquiry which appeared in the April number of THE INLAND PRINTER (1146), on the problem of printing lengthy ballots, says: "Why not take roll paper cut up in lengths of ten feet, then print folded as shown in diagram; then turn back lower part and print "B," then print "C," cutting them up after printing?"

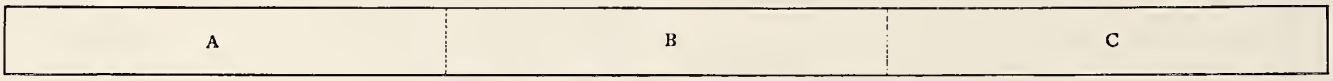


DIAGRAM OF FOLDED SHEETS FOR BALLOT PRINTING.

Box-top Lithos.

(1292) "Would you kindly let us have names of any United States dealers in box-top lithos?"

Answer.— Carqueville Lithographing Company, Chicago; E. Wallace Craig, Incorporated, 396 Broadway, New York city; Augur, Swyers & Machold, 108 Fulton street, New York city; C. H. Forsman Company, 370 Gerard avenue, New York.

Electrotype Music Plates.

(1286) "Can you advise us the name and address of any one who can make electrotype music plates from manuscript music?"

Answer.— The manuscript may be sent to any of the following Chicago music printers, who will make the electros for you: Anderson Brothers, 374 Monroe street; F. C. Meredith, 422 South Dearborn street; H. S. Talbot & Co., 105 South Dearborn street. We have asked the above firms to send you particulars.

Air Brushes for Working up of Photos.

(1291) "Can you advise me what make of air brush for working up photographs is used by your first-class engravers, and at what pressure they work, also the special make of ink used for this work?"

Answer.— Thayer & Chandler and the Paasch Air Brush Company, both of Chicago, manufacture air brushes especially adapted to this work. Any water-color or opaque medium may be used in these brushes. The pressure that engravers use ordinarily is twenty-five pounds, yet some heavy colors require thirty to thirty-five pounds to give proper distribution.

High-grade Gummed Paper.

(1277) "Can you advise me as to where I can get a high-grade gummed paper, extremely heavy gum on it, that will stick to felt hats? Any information you can give me will be greatly appreciated."

Answer.—The Ideal Coated Paper Company, Brookfield, Massachusetts, and Samuel Jones & Co., Waverly Park, New Jersey, are manufacturers of all kinds of high-grade gummed papers. These papers are carried in stock by the larger paper houses.

Transparent Paper.

(1283) "I am enclosing a piece of transparent paper and ask how ordinary tissue or onion-skin can be made like this. What solution can it be coated with? Possibly you have some receipt. I would thank you for this information."

Answer.— The paper enclosed in your letter is rendered transparent in various ways. We might say that its ultimate use determines the method, as the cost of the product depends on its treatment. In some lines of business a grease-proof paper is desired, and to meet this requirement the paper is parchmentized. Other lines of trade require paper having different characteristics, consequently you meet with paper that is transparent because it is parchmentized, or paraffined, or it may be oiled. The parchmentizing of paper is brought about by passing a continuous sheet of pure cellulose paper through a bath of sulphuric acid of 1.71 specific gravity. This is done at a rate of speed that will insure a proper period of immersion. The sheet passes through tubs of clear water until the acid is washed out and then through water that carries ammonia to neutralize the remaining traces of acid. The sheet is led through rolls that squeeze out the excess of moisture, and finally over drying cylinders. The paper must be kept stretched as it dries, to prevent cockling. This is the vegetable parchment paper of commerce. The semitransparent paper used in wrapping of bakery goods and other food products is usually paraffined. This is done by passing sheets through hot paraffin and then through hot rolls covered with felt that absorbs the excess paraffin. Finally, when the sheets are cooled, they are rolled or are cut to dimensions. This paper is easily recognized. Greased paper is produced by immersing in hot oils, either mineral, animal or vegetable. We find from experiments that castor-oil gives the greatest transparency to a given grade of thin paper.

Lithographic Cut-outs.

(1284) "We would consider it a favor if you would furnish us with some names of firms manufacturing lithographic cut-outs."

Answer.— The Ketterlinus Lithographing & Manufacturing Company, of Philadelphia, and the Forbes Lithographing & Manufacturing Company, of Boston, are manufacturers of this line of goods. There is a line of cut-outs that is imported from Germany, but we do not know the name of the importer.

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Big Cincinnati Concerns to Merge.

The United States Printing Company and the United States Lithograph Company are to be merged under a corporate name to be styled the United States Printing & Lithograph Company. The capital stock is $3,500,000.

Master Printers' Association for Trenton.

Employing printers of Trenton, New Jersey, met on July 24, and formed a permanent organization to be known as the Trenton Master Printers' Association. John F. Hazlett was elected president, Edgar L. Beers, secretary, and John S. Phillips, treasurer.

New Printing Building for Chicago.

Wells & Co., successors to Binner-Wells & Co., have purchased a lot 200 by 150 feet at the southeast corner of Dearborn and Twenty-fifth streets, Chicago, on which they will erect a modern printing and engraving building. The purchase price of the site was $90,000.

Schools for Bookbinding.

The executive council of the International Bookbinders' Union has selected an industrial commission from the membership to work out a definite plan for establishing bookbinding schools for apprentices or for correspondence work in Boston, New York, Chicago, Kansas City, Denver, New Orleans and either San Francisco or Seattle.

H. W. Flagg Becomes Benedict.

Henry W. Flagg, well known to printers as the assistant secretary of the United Typothetæ of America, was united in marriage on July 15 to Miss Vera Lindsey, of Colorado Springs, Colorado. A silver service of nineteen pieces was presented to the couple by the Denver Typothetæ as a token of esteem for Mr. Flagg and his bride.

Charles Seybold Married.

While on a European trip in July, Charles Seybold, president of the Seybold Machinery Company, manufacturers of paper-cutting machines, Dayton, Ohio, was united in marriage to Miss Anne Parsons, a Dayton girl. The ceremony was performed in London, England. Mr. Seybold returned to America highly gratified with the possibilities of increasing the sale of his company's products in European countries.

Printers' Baseball Tournament.

As we close our forms for this issue, the fifth annual tournament of the Union Printers' National Baseball League is being held at Boston. The Chicago team holds the championship, having been the victor at St. Louis last year, and the members of the club left for the Hub with confidence that they would hold the title for another year at least. The contests are taking place on the grounds of the Boston National League Club.

Youngest Printer Has Stick Made to Order.

Andrew Leon Hamrick, aged six years, son of S. L. Hamrick, editor and publisher of the Tuttle (Okla.) *Times*, is declared by his father to be the youngest printer in the United States. Editor Hamrick recently ordered a stick 1⅛ inches in size, so that the young Franklinite might perform his work with greater dexterity. Andrew Leon is in the third grade of the public school and is proficient as a typewriter in addition to his accomplishments as a printer.

Record Is Made in Printing Envelopes.

A new industry has sprung up in Omaha. It is the manufacture of an envelope-printing press, which was invented by M. P. McKenna, of Dubuque, Iowa. The Burkley Envelope Company, of Omaha, has purchased the right to manufacture and sell these presses. The first order for the presses is now being executed in the East, after which it is proposed to manufacture them in Omaha. Last week the Burkley Envelope Company printed for the United States National bank two hundred thousand envelopes in six and one-fourth hours on one of these new presses, which is considered a world's record.—*Omaha Bee.*

Editor Nominated for Congress.

J. L. Brady, editor of the *Journal-World*, of Lawrence, Kansas, secured the Republican nomination for Congress at the recent Kansas primaries. Mr. Brady is the first man born in the district to be a candidate for Congress. He went to Lawrence more than twenty years ago and together with his partner, W. C. Simons, started the Lawrence *World*. Seven years ago he sold his interest in the *World* to Mr. Simons, and bought the Lawrence *Journal*. The Journal building was destroyed by fire in February, 1911, following which the *Journal* and *World* were consolidated, Mr. Brady being the editor of the consolidated paper.

Printers as Song-writers.

Andrew Niel and Edwin Niel, St. Louis printers, have written two songs — Andrew contributing the words and Edwin the music — which are said to have real merit. The songs are entitled "Come Fly with Me in My Aeroplane" and "Smiling, Smiling, Almost All the Time." The St. Louis *Star*, commenting on the work of the authors, says the only difficulty encountered by the printer song-writers was in the last two lines of the chorus in one of the songs. The exigencies of versification demanded the sacrifice of rhyme or reason, and the authors fixed upon the following version:

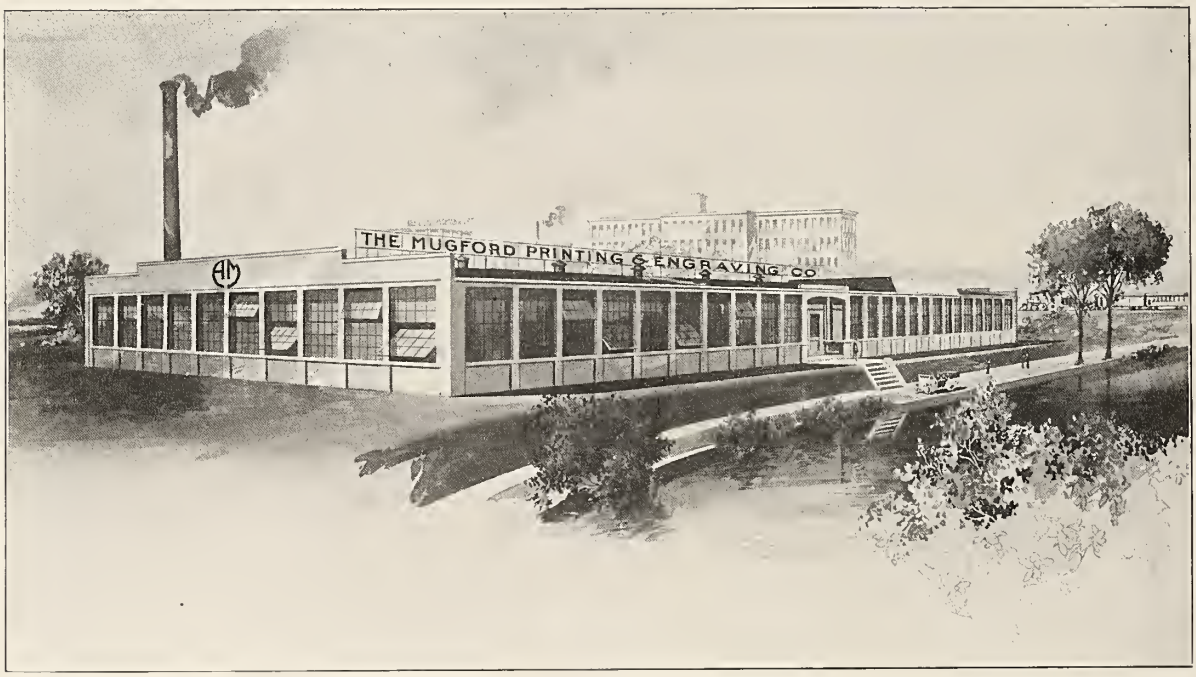
> She is the girl my heart longs for —
> I'll have no other to give me joy.

The *Star* states that the brothers decided that it would not do to make the last line read, "I'll have no other to give me

war," even though it would perfect the rhyme. While there might be as much truth as poetry in this version, it would have been fatal to the delicate sentiment that ran through the balance of the song, and therefore " joy " was adopted. Possibly some fellow printer could offer a suggestion in this difficulty.

Big Hartford Company Changes Name.

Papers were filed recently with the Secretary of State for the incorporation of the Mugford Printing & Engraving Company, of Hartford, Connecticut. It is the intention of this company to erect a building of its own. The incorporators are: A. Mugford, Frank A. Morley, J. W. Rockwell, E. S. Mugford and Lemuel J. Coburn. The concern is capitalized at $200,000. It absorbs the business of the old and well-known firm of A. Mugford, Incorporated, and will occupy a handsome new plant on the west side of the city. The accompanying illustration gives a good idea



NEW HOME OF THE MUGFORD PRINTING & ENGRAVING COMPANY, HARTFORD, CONNECTICUT.

of what the proposed new building will look like. It will be located on the tract of land between Hamilton and Park streets, south of Pope Park and adjacent to the rubber works and the Hart Manufacturing Company's plant. The building will be one-story, 60 by 175 feet, with a mezzanine gallery; the total area having about twelve thousand square feet.

About twenty-eight years ago A. Mugford, head of this company, arrived in Hartford, with his tools in his pocket. He bought a desk and went to work as an engraver. To-day he employs one hundred hands, and his firm has a national reputation.

Organize Printing Trades Club at San Francisco.

The Allied Printing Trades Club of San Francisco signalized its formal organization by the opening of clubrooms on July 30, at 46 Geary street. The club is a social organization and numbers about two hundred members, all of whom are stockholders. Articles of incorporation were filed by the organization in June. Membership is confined to men connected with the allied printing trades, and will be operated on a cooperative basis. The officers are as follows: President, C. W. Thomas; vice-president, Emil Dengel; secretary, O. H. Miekel. Board of directors — C. W. Thomas, S. T. Sawyer, Ollie B. Mockel, E. L. Bangs and Emil A. Dengel.

Approves Compromise on Power Presses.

Approval of the compromise measure affecting the use of power presses in the Bureau of Engraving and Printing contained in the amendment to the sundry civil bill before Congress was given in a resolution adopted by the International Steel and Copper Plate Printers' Union of North America at its recent convention in Washington. The amendment, recognizing the need of greater volume of production in the Bureau of Engraving and Printing, authorizes the bureau to apply power presses to the printing of the backs of treasury notes, to the extent of one-fifth of the product of the first year of installation, increasing in like proportion annually, until, at the end of five years, all backs of treasury notes shall be so produced by power presses. Faces of notes, now protected by existing law from printing by power presses, are maintained in that status.

Mechanical Type Distributor.

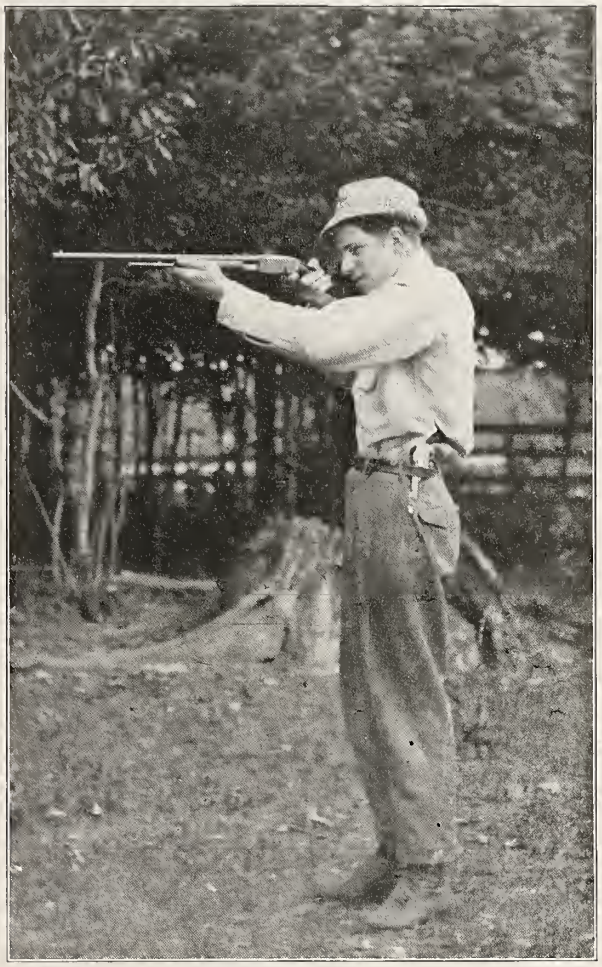
According to the New York *Telegram* a Gotham printer has invented an apparatus for separating type into different classes for distribution. It works by hand, but is largely automatic, and is a vast improvement over the old method of separating type entirely by hand. The type-holder is set with one end opening into a vertical line-holder that has two channels with spouts at the bottom of each. One line of type is pushed into the carrier and drops down through the chute into its proper place. If the next line is of different class type it can be pushed into the other channel and reach its own kind. Nor is it necessary to separate the type a line at a time. There is also a reciprocating single-type pusher, by means of which one piece of type can be shoved into the sorting mechanism. After the carrier has deposited one load into whatever place it is to go it returns automatically for another load, and all the

printer has to do is to see that the type is pushed into the right part of the mechanism.

A Young Foreman — Carl T. Rauch.

To be promoted to a foremanship at the age of eighteen is a rare achievement, but such is the good fortune of Carl T. Rauch, foreman of the V. L. R. Simmons Printing Company, that hustling little seven-man shop in Cadillac, Michigan.

"Bud," as Rauch is familiarly called, has had rather an up-hill climb. Since twelve years of age he has been



A DEFINITE AIM.

Carl T. Rauch, a foreman at the age of eighteen.

the sole support of his mother, two younger brothers and a younger sister. Perhaps, however, this responsibility has been his incentive to work harder, study more faithfully, and improve those moments that are usually wasted.

"Bud" is a progressive. His motto is "Quantities of Quality." He is temperate, prompt, accurate, and a firm believer in cost systems and modern methods. It is with pardonable pride THE INLAND PRINTER tells this little story, for "Bud" is one of its warmest friends and admirers.

Chicago Printers Play Golf.

The Second Annual Golf Tournament of Chicago Printers was held at the Hinsdale Golf Club on Thursday, August 15. Seventy-five players, representing nearly as many establishments, participated.

The committee in charge was composed of William A. Grant (chairman), Dana Slade, Herbert Templeton, George M. Hill and D. W. Champlin.

The day was most beautiful, and the course in excellent condition. Eighteen holes were played both in the morning and afternoon, and there were twenty prizes offered for the best scores and on special holes. The winners are:

Best 9 holes of day, gross, A. C. McFarland.
Second best 9 holes of day, gross, D. Campbell.
Best 9 holes of day, net, F. Bersback.
Second best 9 holes of day, net, H. T. DeBrower.
Best 18 holes, morning, gross, H. T. Smith.
Second best 18 holes, morning, gross, J. M. Tuttle.
Best 18 holes, morning, net, F. G. Campbell.
Second best 18 holes, morning, net, William Campbell.
Best 18 holes, afternoon, gross, M. A. Donahue, Jr.
Second best 18 holes, afternoon, gross, G. D. Jones.
Best 18 holes, afternoon, net, W. A. Grant.
Second best 18 holes, afternoon, net, D. J. Malloy.
Best total of holes 1-9-18, in one round, Robert O. Law.
Second best total of holes 1-9-18, in one round, Dr. T. M. Hardie.
Best total of holes 4 and 14, in one round, C. W. Sherman.
Worst total of holes 4 and 14, in one round, B. D. Stevens.
Freak hole, J. B. Seaman.
Player putting most balls in the pond during day, E. Mulligan.
Nearly the worst score, 18 holes, E. D. Moeng.
The very worst score, 18 holes, F. R. Warren.

Next year it is planned not only to have luncheon but a special dinner in the evening, at which a number of the printers not playing golf will be invited to partake of this form of Country Club entertainment.

William F. Dunn.

William F. Dunn, familiarly known as "Bill" Dunn to almost every printer in Washington, D. C., and to a large number of fellow craftsmen in all parts of the United States, died on July 15 at his residence in the national capital. Mr. Dunn was head proofreader of the *Herald*, and had been connected with that paper ever since it was founded. He was a prominent member of the local typographical union, representing the organization at the Buffalo convention of the International body. Mr. Dunn is survived by a son and daughter — William and Mary Dunn.

Enterprise in Osage City.

H. C. Sticher, who publishes the *Free Press-Public Opinion* in Osage City, Kansas, recently improved his equipment by the addition of a linotype. Since going to Osage City, five months ago, Mr. Sticher purchased the two leading newspapers of the county, consolidated them with a circulation of 3,550, and is now issuing a triweekly on Monday, Wednesday and Friday. All the machinery in the office is equipped to run with electrical power. The newspaper plant is located in one of the best business rooms in the town, and would be a credit to a city of ten thousand.

DOIN'S OF THE DAVIS BALL TEAM, DENVER.

While Madison was *making ready* and picking out the *leaders*, Hayes picked up a *stick* and with a *slug* centered it out right. Rosenberg was *delivering the goods*. Slater made a good *impression* on the crowd by fast running. McAtee got sore because we couldn't do any scoring on account of the bunch *breaking the rules*. Thomson said it would be hard to *trim* 'em. Blake picked up a *stick* and *spaced out a line* too short. Davis only *went out twice* in the afternoon, and when Brown came home he *tied up* the scoring.— *Irven S. McAtee.*

"THE scientific name for water, you know, Johnny," said Mrs. Lapsling, "is 'aqua Peoria,' though why they call it that I'm sure I can't imagine." — *Exchange.*

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

KEYSTONE'S INSTALLATION SERVICE BY EFFICIENCY EXPERTS.

The great development of the printing industry in recent years has created a demand for a new service from the typefoundry. This service is a service of experts who select, plan, deliver and install ready for use the type, material, furniture and machinery as required for complete printing plants, large or small. It is a service that takes all responsibility, worry and trouble from the purchaser and guarantees the highest possible efficiency.

There is as much need for the expert's services in selecting and purchasing material, furnishings and machinery as there is in the scientific arrangement of the plant and the lowering of cost of production. Knowledge of costs and profits calls for modern equipment; modern equipment calls for the latest in type, material, furnishings and machinery, and their scientific installation by printing-plant efficiency experts.

Keystone Type Foundry has recognized this demand and is now meeting it. With its corps of experts in typefoundry supplies, steel equipment and machinery for the printer, no problem is too great or too difficult for it to handle successfully. In equipping a newspaper, job office, or the two combined, these experts make an intelligent and careful analysis of the actual requirements of a plant, and furnish the real necessities for handling the work at a minimum cost. In fact, a substantial saving in the purchase price of the plant, economy of floor-space and cost of turning out printed matter is the essence of Keystone's proposition, and such gains must be shown in advance or they do not expect an order. This service of the Keystone revolutionizes the old order of things, and not only takes all worry from the purchaser, but relieves him of the responsibility for efficiency.

GUESTS OF THE MERGENTHALER LINOTYPE COMPANY.

This year's meeting of the New York Press Association was held at Garden City, Long Island, July 10, 11, 12 and 13. On Friday afternoon, July 12, in response to an invitation extended by the Mergenthaler Linotype Company, a party of the editors in attendance paid a visit to its factory, at Park avenue and Ryerson street, Brooklyn, where they were given an opportunity to see the linotype in the making.

E. L. Roberts, the New York State representative of the company, brought the visitors from Garden City in a large automobile, especially engaged for the occasion, thus giving the editors and their ladies an enjoyable ride across Long Island. Unfortunately the party did not arrive at the factory until rather late in the afternoon, so that it was impossible to devote more than a cursory glance to the many interesting operations in process in the thirty-odd departments of the immense works, before they closed for the day. Enough was shown, however, to convince every one of them that the building of a linotype is more of an undertaking than they had supposed.

Brief stops were made at the most important points, such as the matrix department, where the sixty operations through which each matrix must pass were demonstrated;



Members of the New York Press Association Visiting the Plant of the Mergenthaler Linotype Company.

the assembling department, where a large number of Quick Change Model 8 and 9 three and four magazine linotypes were in process of erection; the inspection department, etc. One of the principal centers of interest was the "museum," where they were shown "the remains of millions of dollars' worth of blasted hopes," as one of the visitors aptly remarked.

At the completion of the tour of inspection light refreshments were served in the superintendent's offices, and appropriate souvenirs distributed. All expressed themselves as highly pleased with what they had seen, and considered the afternoon well spent. The Mergenthaler Linotype Company was gratified with the interest displayed on the part of its guests, and hopes to have the opportunity to extend similar courtesies to other visiting delegations in the future.

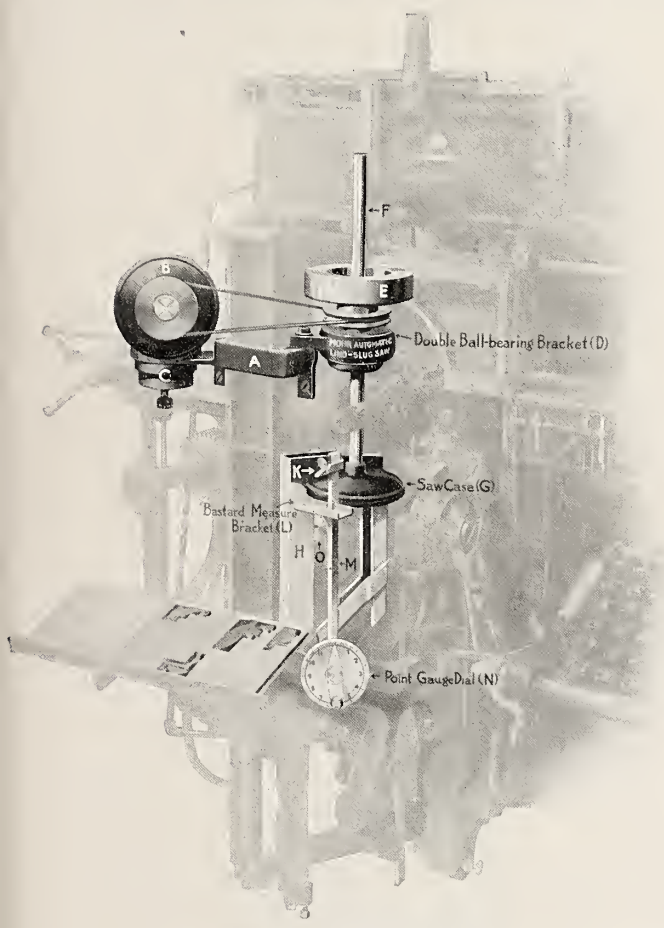
Among the visitors were: Edgar L. Adams, Marathon *Independent;* C. H. Grose, Ballston Spa *Journal;* H. B. Sykes, Clinton *Courier;* L. William Hones, Roscoe *Review;* William J. Kline, Amsterdam *Recorder;* C. I. Burch, Earlville *Standard;* E. A. Higgins, Elmira *Advertiser;* Lemuel B. Green, Patchogue *Argus;* James H. Potts, Troy *Times;* Paul Nichols, Walton *Reporter;* J. R. Manning, Marathon; Robert L. Forbes, New Rochelle *Paragraph;* Miss Helen I. Parker, Gouverneur *Free Press.*

MOHR AUTOMATIC LINO-SLUG SAW.

Every invention worth more than a hill of beans comes because it is needed.

The Mohr Automatic Lino-Slug Saw was the response to a more visible need than the telephone.

In the case of the inventor of the Mohr Automatic Lino-Slug Saw, the need was right before his eyes and right beneath his hands every working day. The need was keenly felt and periodically discussed in the catalogue department of Butler Brothers, the great mail-order wholesalers, in whose composing-room the inventor of the Mohr Automatic Lino-Slug Saw was employed. This corporation issues more catalogues than any other wholesale distributors. Therefore, its printing costs are no bagatelle. With a catalogue output of such magnitude, it might be supposed that a battery of linotypes would have cut the cost of the company's printed matter. But it didn't.



Mohr Automatic Lino-slug Saw.

A — Bracket which supports Motor "B" and Double Ball-bearing Bracket "D."

C — Switch for starting and stopping motor.

E — Fly-wheel on Shaft "F," which is grooved so as to allow the raising and lowering of saw, which is rigidly fixed at lower end of shaft, and enclosed in Saw Case "G."

H — Chute which carries away the waste end of slug and chips from saw.

M — Gage Indicator on which is supported the Line Stop "K." The Bastard Measure Bracket "L" is attached to Saw Case "G," which automatically travels with it and indicates length of slug to be cut.

N — Point and Half-point Gage Dial, which raises and lowers saw and indicates the pica fractions at which slug is to be cut.

Something seemed to tell Mohr that if the linotype could beat the compositor nine times out of ten, there was no reason why something could not be devised to beat him the tenth time.

He readily grasped the factor that made the difference. He saw that it was a personal one. Too much time was consumed in the handling of type and cuts. Whenever the linotype operator was given copy with which cuts were to be used he had to take the galley of cuts, measure each one and subtract its width from the column width. When quarter and eighth measures are used this hand measuring requires much time and care. The next step taken was to put the cuts back on the galley, and the place where they were to appear blanked out. When sixty or seventy-five cuts are to go in a single page, the time loss is a very big item.

But this is not all. After the type was set the galley of lino-slugs and the galley of cuts were given to a second man to have the blanks sawed off and the cuts dropped into place. From this man it was passed to a third who had to lift it piecemeal into a stick to justify the cuts, and then lift it back again on the galley before proof could be taken. In case of corrections the same performance practically had to be repeated.

All these things the inventor saw, and he realized perfectly that every time a cut was remeasured, rehandled and passed on to another man, the chances for mistakes and for time losses multiplied. He saw that what his superintendent said was true and that on intricate catalogue work hand composition was the cheaper because of the extra expense involved in the "run-around" required for the output of the linotype.

Mohr believed, however, that something could be done to restore such catalogue work to the linotype, and he set about to find it. That he succeeded is proved by the existence of the Mohr Automatic Lino-slug Saw.

It automatically delivers the slugs cut to any desired point or "bastard" measure, allowing the operator to insert cuts directly into the galley, so that the latter can go straight to the make-up man, without the rehandling necessary under ordinary conditions.

Its operation is easily explained. When the operator gets his copy and galley of cuts, he simply places the first cut to be measured on a bracket conveniently located before him and raises it until cut touches the stop; this operation automatically sets the saw to cut off the blanks, and an indicator also automatically shows what measure the type should be set. When enough lines are set to take the cut the latter is dropped into place, and when the whole galley is filled it is ready for proof and the make-up man.

The device is attached to the linotype without the drilling of a single additional hole, and once anchored to the linotype interferes not in the slightest degree with any of the latter's parts or in its usual way of operation.

Its weight is about twenty pounds and can be attached ready for use in less than an hour.

When working with it, the Mohr Automatic Lino-slug Saw can be thrown in or out of action instantly.

This new invention is designed to be used on any model linotype.

For further particulars and price address Mohr Manufacturing Company, 29 North Dearborn street, Chicago.

DANISH BOND PAPER.

A striking little folder is being sent out by the B. D. Rising Paper Company, Housatonic, Massachusetts, carrying with it "little samples of a great paper." The samples are of Danish Bond, "the yearly consumption of which would extend nearly around the globe." The printed design

of the front cover of the folder is Danish in its characteristics, and the face of the Danish king is shown. A two-tone blue gives a most pleasing effect on the clear-white Danish Bond, making the design stand out as something apart from the paper on which it is printed.

The B. D. Rising Company is a pioneer manufacturer of the best bond, linen and ledger papers on the market, and in its Danish Bond the company has practically interested the whole commercial world — the sales for the past three months having broken all records.

Printers who are interested should write the company for one of these folders containing the Danish Bond samples. The advertisement in this issue carries a list of Danish Bond agents, who also will supply the folders on request.

THE VALUE OF ADVERTISED PAPER.

Brands of paper that are advertised to the general public of necessity must have merit not only in quality but in sustained evenness of quality to maintain the reputation the advertising gives them. The printer who substitutes or who urges his customer to substitute something "just as good, or better," for the advertised brand he asks for, is losing an opportunity to cooperate with the advertising which is influencing the public to use better-grade paper and more of it in correspondence and business literature. Papermakers do not put their name and reputation at stake unless they are prepared to back up their goods in quality. The printer saves himself a lot of trouble who uses the advertised brands. Read the arguments of *System* in this issue. The System Company has been doing notable service in urging upon business men the power of quality in their printed matter. Forceful literature obtains effective "punch" when backed by good paper, good ink and good typography — and on good paper *System* lays especial stress. The trend of business runs the *System* way, and the printer who seizes the opportunity of this advertising influence puts money in his pocket from well-satisfied customers, whose business goes to him because the literature is made effective and brings the customer the returns he expects.

KNOWLTON BROTHERS' NEW SAMPLE-BOOK.

A new sample-book showing the Alhambra extra heavy cover-paper has been issued by Knowlton Brothers, of Watertown, New York. This unusually handsome cover-paper is made in beautiful browns and grays chiefly, and lends itself nicely to the production of high-class work. An extensive showing of the various colors is made, the various samples being printed in colors which offer suggestions to the printer.

The company has received letters patent on this product covering the United States, Canada, France, England and Germany, and it is sure to become popular in all of these countries.

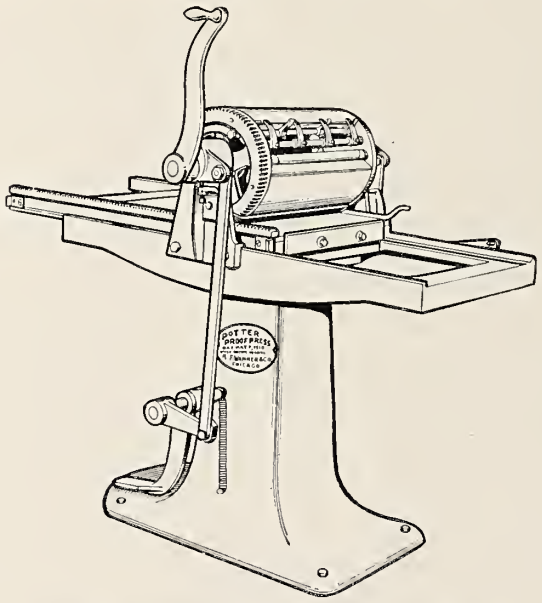
THE SWINK HIGH-GRADE PRESS.

This high-sounding name would be undeserved if it were not for the sterling character of the main characteristics of this machine. For the Swink high-grade press may be claimed: strength and mechanical excellence in construction; uniform smoothness of its bed motion; absolutely perfect register; sharp and clear printing, only possible with unison of cylinder and bed motion; accurate sheet delivery and excellence in jogging, which insures freedom from offsetting and smudging in heavily inked work; high speed without deterioration of product. The low price makes the Swink high-grade press a desirable accessory to every printing plant. The press possessing these characteristics must necessarily be a profitable investment. This machine is made by the Swink Printing Press Company, Delphos, Ohio. Stevenson, Blake & Co., 122 Bay street, Toronto, are the Canadian agents.

A PROOF PRESS THAT HAS PROVEN ITS WORTH.

Since the introduction of the Potter Proof Press, two years ago, a thousand machines have been sold (many in foreign lands), and the proprietors — A. F. Wanner & Co., 431 South Dearborn street, Chicago — have therefore good ground for their belief in the merit of the press, and their statement that it is the "standard proving equipment."

There is no room for argument that old proof-taking methods were slow, ineffective and inaccurate, and it is



POTTER PROOF PRESS NO. 2, SIZE 16½ BY 25 INCHES.

demonstrable that a machine like the Potter Proof Press eliminates waste as to the prover, proofreader, author, compositor, as well as typecasting operator, engraver and pressman; it only remains to persuade the rest of printerdom that the Potter Proof Press is an "efficiency tool of definite results," and A. F. Wanner & Co. are doing this through excellent advertising, and the "talk" of the machines themselves in daily use.

Potter Proof Presses are made in a variety of styles and sizes, the one illustrated — No. 2, 16½ inches by 25 inches — being perhaps the most popular, but any proving problems should be laid before A. F. Wanner & Co., who of necessity have much special information on the subject.

POCKET MEDICAL DICTIONARY.

The sixth edition of Gould's Pocket Medical Dictionary, revised and enlarged, is a most remarkable one dollar's worth. Printed on bible-paper, containing over a thousand pages — thirty-four thousand words — bound in flexible leather, gold-stamped, gilt edges, rounded corners, beautifully printed, it is a mine of information to any one and of special value to printers and proofreaders. P. Blakiston's Sons & Co., of Philadelphia, are the publishers. The work may be obtained through The Inland Printer Company. Its price is $1, as stated; with thumb-index, $1.25.

NEW MANAGER FOR THE MIEHLE PHILADELPHIA OFFICE.

The Miehle Printing Press & Manufacturing Company, of Chicago, announces that A. F. Schmidt has assumed charge of its Philadelphia office at the Commonwealth Trust building in that city. This change is due to the resignations of Messrs. A. J. and C. T. Blackford, who have been identified with the Miehle Printing Press & Manufacturing Company for many years and whose resignations were accepted with regret.

ACCURATE PAPER-TESTING INSTRUMENTS.

With the increase in the number of brands and qualities of paper manufactured in recent years, the need of an accurate instrument for determining the quality of paper, irrespective of brand or water-mark, has become very pronounced.

The Ashcroft Paper-tester, being marketed by the Ashcroft Manufacturing Company, 85-89 Liberty street, New York, is a radical departure, both in principle and general form, from any instrument of the kind heretofore designed, and is the outcome of an investigation by that company of the testing machines now in use and the present methods of buying paper.

Its investigation proved conclusively that the time was at hand, not only for a reliable instrument to be used by the paper trade, but for a reliable instrument which could be sold at a price that would make its use practical by every printer and consumer of paper in the land.

Three years of experimenting were required to develop the Ashcroft Paper-tester. Not one of the undesirable elements (such as rubber, fluid, coil springs, etc.) used largely in other instruments were incorporated in the new



ASHCROFT PAPER-TESTER IN ACTUAL OPERATION.

machine. The basic principle upon which it works is constant, insuring lasting accuracy, and its moving parts are so constructed that friction is a negligible quantity. In a few words, the operation of the Ashcroft Paper-tester is as follows: The edge of a sheet of paper is inserted in the clamp, which is then tightened. By turning operating-crank, with end of finger, the paper is imposed on the top of a cup-shaped metal plunger. The indicating hand starts to circle dial as soon as the paper exerts pressure on the top of the plunger. When the paper breaks, the indicating-hand automatically stops and indicates the pressure at which the paper broke.

The Ashcroft Paper-tester is made in two styles, one for twenty pounds maximum capacity and the other for one hundred and forty pounds maximum capacity; the former is designed to take care of all thin or very weak paper, and the latter, anything in the way of paper that is commonly used.

The instrument is very strongly constructed, specially treated steel and hard bronze composition being the two principal materials employed.

The construction of the Ashcroft Paper-tester is such that it will remain accurate for many years. It does not



ASHCROFT THICKNESS-GAGE HELD IN HAND OF OPERATOR.

require readjustment, as do many other high-grade instruments. A sweeping guarantee for long and accurate service is given with each instrument.

The Ashcroft Thickness-gage is a fitting companion for the tester. The embodiment in it of several new principles makes it manifestly superior for measuring the thickness of paper or board to any other instrument of the kind.

The Ashcroft Manufacturing Company is marketing both of these high-grade instruments at prices any printer can consistently pay, and no plant should be without them.

DIRECT-CURRENT STEEL-FRAME MOTORS.

An interesting bulletin — No. 491 — was recently issued by the Triumph Electric Company, of Cincinnati, Ohio. It contains illustrations and descriptive matter of the different styles and sizes of direct-current steel-frame motors manufactured by this company. For printers who have an appreciation of efficient equipment, these strong, lightweight motors of good wearing quality will have more than an ordinary interest. One of the chief characteristics of these machines is their universal application, and the ease with which access may be had to any of their parts. Write the Triumph Electric Company, Cincinnati, Ohio, for Bulletin No. 491 and any other particulars that may be desired.

PRINTING-PRESS MOTORS.

At the machinery exhibition held at Cleveland, during the convention of the Ben Franklin Club of America, an exhibit of specially designed interpole printing-press motors won the particular attention of many delegates and visitors. The exhibit was that of the Peerless Electric Company, of Warren, Ohio. This concern pays special attention to printing machinery, and its printing-press motors have a peculiar merit that is the result of close study of printing-presses and the requirements necessary

in a motor that will give satisfactory results. Printers who were unable to be in attendance at the exhibit should write the company for descriptive matter and full particulars.

THE EXTENDED USE OF TENSION ENVELOPES.

Before the adoption of patented fasteners for envelopes used for heavy or bulky matter, dependence was placed mainly on gummed flaps to retain the enclosures or else twine or sealing-wax was resorted to where postage rates prohibited the use of sealed enclosures. The advent of string and metal-tongue fasteners was a distinct forward step. The Tension Envelope Company, 296 Broadway, New York, is the originator of the tension idea in envelopes and boxes, and is a pioneer in the manufacture of envelopes and boxes for mailing purposes, having been established in 1883. The above engraving shows five different methods of securing the opening flap on envelopes of this manufacture. The following is a brief description of some of the company's leading envelopes: Open-end tension, with extra washer inside envelope to protect contents; open-side tension, with string passing around envelope; improved double



TENSION ENVELOPES.

metal tongue, with reinforced washers on both sides of flap — very strong; paper tongue envelope and metal-flap envelope, both open-end; tension reversible envelope, open side, with string around two ways; improved single metal tongue reversible envelope; letter and legal expanding envelope, with tension or tape attachments, desirable for filing, pocket and office use. The company makes a full line of mailing-boxes with tension and patent fasteners suitable for electros, jewelry, twines and office supplies, books, samples, premiums and merchandise of various kinds. These boxes may be had to special order in all sizes. Manila cuffs, to protect sleeves, with tension fasteners; these are widely used by clerks, bookkeepers and stenographers. Lightweight photo-mailing envelopes, reinforced on both sides of the picture, takes third-class postal rates. Double negative pockets for photo films, tag envelopes, and tag-receipt envelopes. The envelopes and boxes may be had in any grade of stock, and blank or printed as desired. The company's facilities enable it to make quick deliveries on hand-folded and special sizes.

THE LINOTYPE BULLETIN.

Dressed in the national colors — red, white and blue — the July issue of *The Linotype Bulletin*, the monthly house organ of the Mergenthaler Linotype Company, presents a unique and striking appearance, yet very attractive withal. The borders are made up of the stars and stripes, the various dashes are composed of rows of cannon, clusters of stars, or miniature cannon balls, while the initials are ornamented with outline stars. In addition there are borders cast from matrix slides showing white stars in a blue field, miniature flags, etc., so that as a whole it is an appropriately patriotic Fourth of July number.

The fact that all of this ornamental material, as well as the text-matter, was produced on the linotype is a noteworthy feature, since it illustrates so admirably the diverse uses which can be made of the product of this extremely versatile machine.

As usual, the *Bulletin* consisted of sixteen pages of interesting matter pertaining to the linotype and its work, many of the articles being illustrated. That the edition was printed direct from linotype slugs goes without saying. The paper used is a highly coated enameled stock, the halftones were run in the same forms with the text, and the result is a most excellent example of high-grade printing throughout.

As the *Linotype Bulletin* is " mailed free to any printer anywhere," there is no excuse for any one interested being without this publication, which each month offers a quota of news and information that should prove of value to any one connected with the graphic arts, whether a linotype user or not.

NO UNCERTAINTY ABOUT TIME WHEN PRINTING ON IDEAL NONCURLING GUMMED PAPER.

Formerly when printers figured on work printed on gummed paper a good allowance was made for spoilage, and sometimes the time allowed for the work was trebled. But since the introduction of the Ideal noncurling gummed paper no unusual allowance is provided for either spoilage or time lost, for the Ideal noncurling is as easy to handle as any other grade of paper and may be adapted to nearly all commercial purposes. It is ideal for such specialty lines as trading-stamps, litho-labels — plain or in colors. For in register work it can be used as readily as any grade of label paper, an impossible fact with ordinary gummed paper. The printing surface is the very best. The Ideal noncurling gummed paper may be had in a great variety of weights and colors; in fact almost every grade of paper used for labels may be found in our line of stock. Send to the Ideal Coated Paper Company, Brookfield, Massachusetts, for a sample-book containing prices and location of nearest dealer.

SHERIDAN PAPER-CUTTERS AND OTHER MACHINERY.

A well-printed catalogue of the T. W. & C. B. Sheridan Company, of Champlain, New York, has been issued. It contains interesting descriptive matter and illustrations of the company's Improved New Model Cutting Machine, New Mill and Veneer Cutter, Perfection Cutter, Perfect Gem Cutter, Punching Machines, Rotary Board Shears, Automatic Book Trimmer and Automatic Knife Grinder.

This old and reliable concern has built up an excellent reputation for the quality of its products. For over three-quarters of a century it has been making cutting-machines of the finest material and of the best workmanship. The same care that has characterized the manufacture of the company's cutting machines is being put into other equipment that is now being made, such as hand and power presses for embossing, smashing, inking, leather-graining and smooth plating, and bookbinders' machinery of every description.

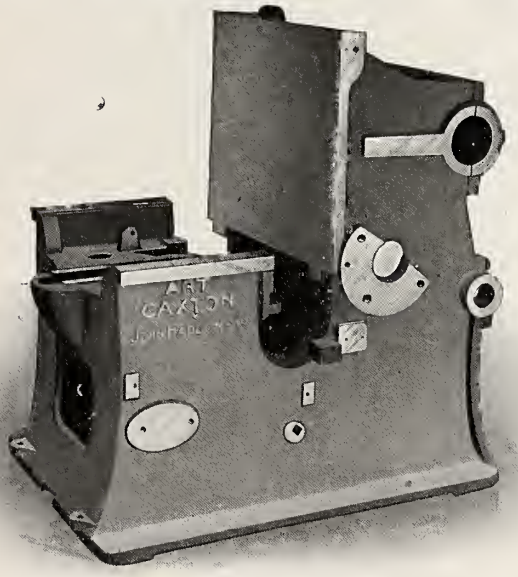
Particular attention is called to the company's Improved " New Model " Cutting Machine, an illustration of which appears in the advertising section of this issue of THE INLAND PRINTER. The cutter has undergone many notable improvements. The knife stock, bed-rest, frames and head are now made much heavier, materially strengthening the machine and increasing its clamping power.

Full information will be forwarded by the company upon request.

THE ART CAXTON PLATEN PRESSES.

After having illustrated the two presses built by John Haddon & Co., London, England, the readers will find an advertisement of their Art Caxton Platen Presses on page 816 of this issue.

This heavy-built platen press is really the best on the market, when being compared point by point with other makes. We reproduce here a picture of the foundation,



ONE-PIECE FOUNDATION OF THE ART CAXTON PLATEN PRESS.

which will show you that same is made out of one piece, making the Art Caxton Press the most solid machine on the market, which will stand a very heavy strain. The frame of the Art Caxton Press is a single casting of great weight and stiffness, designed to offer an unyielding resistance to the heaviest pressure. In the demy size it weighs about one thousand two hundred pounds; in the demy folio about seven hundred pounds.

No bolts or screws are depended upon to secure the elements of this frame together. To obtain a clean and faultless impression over the whole surface of the form, the utmost rigidity of structure is necessary; there must be no deflection or yielding when the impression comes on. At the high speeds common in the best modern practice, the ink must be driven into the fiber of the paper by sheer pressure on hard packing, and only a frame of the most solid construction can meet these conditions with perfect success. Forming part of this frame is the type-bed, carefully planed in powerful machines and afterward scraped by hand by specially trained workmen to an absolutely true surface, in fact to Whitworth surface-plate standard.

A NEW FIRM IN THE FIELD.

The Champlin Manufacturing & Sales Company is the name of a new corporation that should make a strong bid for business from printers, lithographers, bookbinders and paper-box makers.

This firm succeeds D. H. Champlin, who has for years past handled the agencies of the Potter Printing Press Company, of Plainfield, New Jersey, and the Brown Folding Machine Company, of Erie, Pennsylvania. He has, in addition, sold a general line of machinery and specialties.

The business has grown too large for one man to handle, hence the formation of the above company. The new concern starts out with ample capital and a corps of experienced men to cover the respective fields. Added lines have been taken on in order to cater more efficiently to the demands of the trade.

D. H. Champlin, president and treasurer of the new concern, probably has had a longer experience in selling a diversified line than any man in the West. He will be ably assisted by Frank H. Warren in the disposal of offset presses, Mr. Warren being practical in all branches of the offset game.

Charles H. Collins will be in charge of the bookbinders' machinery, and he is not only a practical bookbinder but has had years of experience in selling this line.

Fred H. Rogers is an electrical engineer and all-around machinery man, and is one of the coming younger men of the concern, as is also Donald Edwards, who has had several years' experience in the steel industry.

With the combined experience of this selling force, the new concern believes that it can serve the trade in a manner more intelligent and effective than can be found elsewhere.

Business is solicited on the basis of handling only the best machinery, and the assurance of furnishing the trade what is best for its needs.

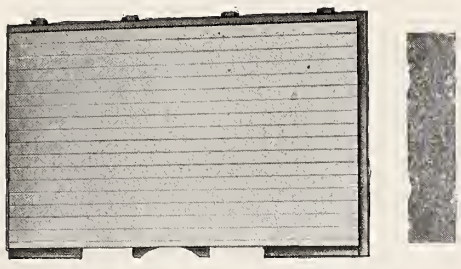
METAL CUTTING STICK.—NEW CUTTING BLOCK.

One of the latest devices of a high-class nature is the Combination Metal Cutting Stick. This new cutting stick has accomplished a long-felt want by all bookbinders and printers. The stick gives a clean cut on the bottom sheet or book, and is a big saving against the use of a wood stick, as one of the metal sticks will outlast several wood sticks, bringing the cost down to one cent per day, the illustration showing this stick "complete." The cutting stick is made of soft metals and is three-eighths of an inch square, giving two cuts on each side. The stick is clamped



METAL CUTTING STICK.

in a steel case, which is made to fit the slot of the cutting machine. A yielding cushion is placed under the cutting stick, which gives the knife a yielding base to rest on. The case which holds the cutting stick in position experiences



THE CUTTING BLOCK AND A STEEL STRIP.

no wear, and will outlive the cutting machine. There are several hundred of these sticks now in use throughout the country by such firms as Lupton Publishing Company, the Wolff Bookbinding Company, Prudential Life Insurance, New York Life Insurance and many other large concerns.

The cutting block shown herewith is a new device for book-trimming machines. It is so constructed that it gives

one hundred and forty new base cuts or more, each cutting base outlasting several days of constant use. It gives a clean cut on the bottom pages of the book, and is a big saving against the use of wood blocks. The illustration shows the block and one of the steel strips as they appear alone. When a new cutting base is desired, you need only to reverse one cutting strip and insert one steel strip at the head of the block. This can be done in five minutes.

Further information and literature will be furnished by communicating with the Combination Metal Cutting Stick & Block Company, 23 Duane street, New York city.

BIG DEMAND FOR CLEVELAND FOLDERS.

First in civic progress, the city of Cleveland also contains manufacturing institutions that are leaders in their particular lines. Foremost among these is the Cleveland Folding Machine Company, which is rapidly gaining a nation-wide reputation for the efficiency of its products. During the month of July it shipped fourteen Cleveland folders to different sections of the country. The big Government Printing-office has also tested the machine and recently installed a third Cleveland folder, which is proof of its satisfying qualities. Many other repeat orders are being received by the company.

The Cleveland Folding Machine Company will present an interesting exhibit at the Typothetæ convention and cost congress at the Sherman House on September 2-6, and the wide-awake printer should make it a point to visit the booth and learn more of the excellent qualities which characterize the Cleveland machine.

DRILLING, PUNCHING AND PERFORATING PAPER.

Catalogue No. 30, issued by the Samuel C. Tatum Company, Cincinnati, Ohio, is replete with illustrations and information of Tatum Paper Drill, Perforating Machines, "Hummer" Adjustable Office Punches, Premier Punch No. 34, Round-hole Punching Members and Parts, Loose-leaf and Irregular-shaped Punching Members, Combination Punching Members, Hand-power Punch No. 40, Foot-power punches (Styles "AA" and "B"), Pony Power Punch (Style "C"), Power Punch (Style "D") Tab-cutting Attachment, Label-cutting Attachment and Round-cornering Attachment.

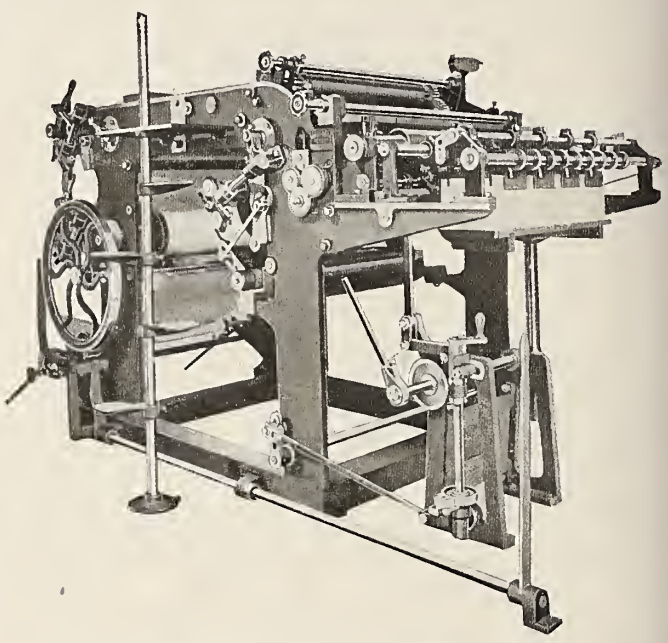
Any interested printer may have one of these catalogues for the asking. Write direct to the Samuel C. Tatum Company, Cincinnati, Ohio.

SPECIAL KIDDER ROTARY PRESS.

This Special Kidder Rotary Press, as shown herewith, is a 30 by 32 inch three-color machine, printing two colors on the top and one color on the reverse side of the web. Also numbering, rotary cut-off, slitting, and cut to size automatic pile delivery and lowering table. Taking a standard-size soap-wrapper, 10 by 7½ inches, this press takes twelve on at each impression, three around and four across the cylinder. Running at a speed of 6,000 revolutions an hour, the operator can turn out 72,000 completed wrappers in an hour's run, and on a similar press, size 40 by 48 inches, taking 24 on, the output an hour is 144,000.

Consider this delivery! After a printed wrapper is cut into 10-inch lengths by the rotary cutting cylinder and slit into 7½-inch widths by the shear-cut rotary slitters, each row of individual wrappers is carried forward by traveling tapes into separate compartments which jog and pile them squarely and evenly. The table lowers automatically, and when the operator removes the product it is all ready to truck into the soap-wrapping department.

This type of rotary press can readily be built in any size to meet the requirements of a customer. Also extra colors can be added if desired. It can readily be seen what a time and labor saver this press is, where a long run on a one-size pamphlet, wrapper or circular is required. And we



SPECIAL KIDDER ROTARY PRESS — A THREE-COLOR MACHINE.

will all admit that to cut down the number of operations to get a desired finished article is to add to your profit or saving on the job.

This proposition is far from an experiment, as some of our leading soap manufacturers are using this rotary with great success. It is, however, only one of the many special rotary features which have been, and are now being, perfected by the Kidder Press Company, and if you are interested in a machine and have some ideas of your own, we would be very glad to cooperate with you to perfect them, placing at your disposal the advantages of our long experience in this particular line of printing-press manufacture.

The main office and works are at Dover, New Hampshire. The New York office is in charge of the Gibbs Brower Company, 261 Broadway. The company is represented in Canada by the J. L. Morrison Company, 445 King street, West Toronto, Ontario; in Great Britain, by John Haddon & Co., London, England; in South America, by J. Wasserman & Co., of Buenos Aires, Argentina; in Norway, Sweden and Finland, by Aktiebolaget Axel Christiernsson, Stockholm, Sweden.

CHAS. ENEU JOHNSON & CO'S DUOCHROME INKS.

The effect produced in one printing by the duochrome ink of Charles Eneu Johnson & Co., of Philadelphia, is most attractively shown in the insert of that company in this issue. The inkmaker is placing in the power of the tasteful and discriminating printer means of obtaining a degree of artistry in his work that means increased effectiveness for the printed page, and consequently an increasing demand for printed matter. The simplicity and beauty of the insert referred to is another proof of the ability and progressiveness of Charles Eneu Johnson & Co.— in business since 1804.

GRAPHIC ARTS and CRAFTS YEAR BOOK

DEVOTED TO THE ENGRAVING AND PRINTING, PAPER-MAKING, INK-MAKING AND OTHER ALLIED INDUSTRIES: AN ANNUAL REVIEW OF ADVANCED TECHNICAL THOUGHT AND PRACTICES, WITH EXAMPLES

PUBLISHED AT HAMILTON, OHIO, U. S. A. WALTER L. TOBEY, EDITOR

Competent counsel cannot come from any one man, no matter how great his experience and special talent. It is the fruit of the experience and study of many men in each of the various lines. We need the results of the collective experience of the men exceptionally proficient in each line of endeavor, so that we may not flounder along on last year's or last decade's knowledge.

If you want to realize the progress made in the matter of printing and engraving, you will find the last word in the Graphic Arts and Crafts Year Book, Volume V.

Every progressive Craftsman desires to get in touch with the improvements made during the year. If work can be done by an improved method, cheaper and better than you now do it, you want to Know How. If improvements have been made which will enable you to increase your profits, you want to know what they are.

We have so little time for research that the Graphic Arts and Crafts Year Book, a volume that crystallizes the events and developments of the year, and presents them authoritatively, is an economic necessity that every energetic and progressive man will appreciate.

See the synopsis of contents shown on the following page, and read what competent critics have said.

700 PAGES. BOUND IN HALF-LEATHER, GILT TOP. PRICE $5.00

GRAPHIC ARTS AND CRAFTS YEAR BOOK

BEN FRANKLIN CLUB
OFFICE OF PRESIDENT

I wish to acknowledge the receipt of Volume V of your book and I want to compliment you on the beautiful appearance and make-up of this volume.

It is a work that every up-to-date printer should have in his library. It is full of good matter and will be a help to anyone producing or buying printing and lithographing.

It is educational throughout, and I believe the best that you have published to date.

W. J. HARTMAN.

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CANADA

I have received my copy of the Graphic Arts and Crafts Year Book and am pleased with it.

It is a remarkable compendium of all that is new and best and should prove of inestimable value to the artisan who loves his work

Printed from the clean-cut Bodonitype on Natural Antique Vellum, the text pages, with their generous margins are all that could be desired, while the numerous beautiful supplements aptly illustrate the subject matter of the text.

H. W. LEGGETT.

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EXHIBITS OF ELECTROTYPING
A large number of reproductions from the different kinds of electrotypes.

EXHIBITS OF PROCESS COLOR WORK
Single and multi-color reproductions demonstrating the possibilities of the several methods.

WAVERLY PRESS
BALTIMORE, MD.

This is the first copy of the Graphic Arts and Crafts Year Book that I have purchased.

While I have not read all the articles contained therein, I have gone over the book carefully and critically, and take pleasure in complimenting you on the very thorough manner in which you have handled the subject, from the point of text, selection of exhibits and mechanical workmanship. The titles are well selected and the articles found very instructive The selection of exhibits is unusually good and representative, and the mechanical workmanship is beyond criticism.

EDWARD B. PASSANO.

EXHIBITS OF OFFSET WORK
From the presses of well-known firms showing the latest developments in this comparatively new field.

EXHIBITS OF RAPID PHOTOGRAVURE
Beautiful results obtained by this little known but valuable process.

EXHIBITS OF TYPOGRAPHY
Comparison of various new type faces from foundry, linotype and monotype. New borders. With correct and suggestive typographical treatment.

EXHIBITS OF PAPERS
Actual samples of standard stocks of book, cover and tissues, and of novelty papers.

EXHIBITS OF INKS
Illustrating the effects to be gained by use of various new inks with different paper stocks.

EXHIBITS OF BINDINGS
Various methods of binding books, booklets and catalogs, with reproductions in colors.

SPECIAL ILLUSTRATIONS
Miscellaneous showing of some of the finest products of the year's work.

THE NONPAREIL

Like the Southern gentlemen, my feelings are too deep for expression when it comes to the Year Book. Each time I open it, there is something entirely different and in most cases better than my previous experience has provided.

From the standpoint of craftsmanship, I have seldom seen its equal, and never its superior.

H. R. FAIRCHILD.



SCHOOL OF PRINTING
INDIANAPOLIS

One copy Vol. V of The Graphic Arts and Crafts Year Book received.

The volume is an excellent piece of printing and the articles deal with the great problems the printer will have to contend with in the future; every live and progressive printer who expects to be anything in this world should have one in his library.

WM. S. PFAFF.

THE TEFFT GALLEY.

Under the old method of make-up, accuracy and justification of half-tones and type would be impossible. With the Tefft Galley nothing is impossible. It is a boon to the make-up man as well as the stoneman. It has proven itself to be a wonderful time-saver.

The Tefft Galley does not make it easy to be accurate — it makes it impossible to be otherwise. It is set to a certain point, and is so rigid that all pages are absolutely alike.



THE TEFFT MAKE-UP GALLEY.
(Patent applied for.)

This galley spells harmony in the composing-room, and harmony is the basis of success.

The inventor is a practical man of twenty years' experience devoted exclusively and conscientiously to the printing industry, and the Tefft Galley is the result of what he realized to be a necessity. Full information may be obtained direct from W. S. Tefft, 23 Coit avenue, East Cleveland, Ohio.

PRESSMAN'S HANDY POCKET KIT.

P. J. Wiley, a well-known Chicago pressman, has devised a neat, handy pocket-kit of pressman's tools, comprising a type-high gage, shooter, vignetter, chisel, wide and narrow gravers and overlay knife, all contained in a pigskin-lined heavy-leather folder, as compact and neat as an ordinary pocketbook. The kit forms a much desired convenience for any pressman — and those who desire to present their pressmen friends with a permanent token of their friendship will find this just the thing. Mr. Wiley has also prepared and placed on the market a noninflammable and highly efficient ink-remover. For prices, etc., address P. J. Wiley, Room 1106 Morton building, 535 South Dearborn street, Chicago.

PARAGON HARD-METAL LABOR-SAVING FURNITURE.

This is another Keystone Type Foundry product that will surely prove profitable to the printer. It is made with the same care and attention, with high-grade materials, which has made all other Keystone products the *standard of quality*. Paragon Hard Metal Furniture is light, strong and accurate, with every advantage of the ordinary labor-saving metal and cast-iron furniture, but without any of the objections of either. It will not dent nor is it easily bruised, and weighs but one-half as heavy as ordinary metal furniture, making it especially useful in large and heavy forms. Keystone's insert in the first section of this journal contains the prices of fonts and sorts.

NOTHING SUCCEEDS LIKE SUCCESS.

The eight-page insert advertisement of the Mergenthaler Linotype Company demonstrates in a marvelous way the truth of the trite saying which is here used as a caption.

The new models of that machine have been on the market a comparatively short time, yet the advertisement shows a very large number have been installed. The character of the offices making the installations is of as much importance as the number — they are the up-to-date, progressive concerns. The Linotype company is confident of the strength of its position, for it will be noticed on page 5 of the advertisement an invitation is given to printers to send the company a list of users in their neighborhood. This indicates that it expects one machine to sell another — the acme of efficiency in salesmanship. This policy also indicates the company's confidence in its patrons, for it is not every man who will tell another in the same line of business when he has "a good thing," and there was a time when that spirit was more prevalent in the printing trade than it is now.

EASTMAN KODAK COMPANY HAS A RECORD YEAR.

The report of the Eastman Kodak Company, Rochester, New York, for the year ended December 31, 1911, shows the largest earnings reported in its history. Since 1902, when the company was incorporated, earnings have increased steadily. Net profits last year were $11,649,264, an increase of $2,674,086 over 1910. After the payment of $369,942 preferred dividends there was a balance of $11,279,322, equal to 57.8 per cent on the outstanding $19,512,300 common stock. This compares with 44.1 per cent earned on the common stock in 1910.— *Paper Trade.*

NEW CHICAGO DAILY.

Chicago has a new daily newspaper, established early in August. It is called the Chicago *Daily Press*, and is an evening paper, with publication offices on the West Side. L. V. Ashbaugh is the publisher. The Scripps-McRae League is said to be behind the enterprise.

MAW KNOWS A FEW THINGS.

Willie — "Paw, were you ever out with the Indians?"

Paw — "Yes, my son."

Willie — "Weren't you scared, Paw?"

Paw — "No, not a bit."

Willie — "What would you do if you met a lot of Indians to-night, Paw?"

Maw — "He'd buy the drinks. Now, go to bed, Willie." — *The Box Maker.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLIX. SEPTEMBER, 1912. No. 6.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
POLGAR JENO, Rakociut 69, Budapest VIII, Austria.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS — A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

SCHEDULE OF PRICES ON BOOKBINDING — A practical scale compiled from cost-system production; will save its cost many times over in a short time. Price, $2. F. M. COWEN, Houston, Tex.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

WANTED — Practical printer with business experience, and a good mixer, competent to make estimates, and with $10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply CHRISTIE LITHOGRAPH & PRINTING CO., Duluth, Minn.

FOR SALE — Portland, Ore., job plant, almost new, inventories over $5,500; contains 2 Gordons and cylinder press; $4,000 cash handles it; will consider partnership with high-grade salesman and manager; best of references furnished and expected. K 938.

FOR SALE — Live, up-to-date daily and weekly newspaper and job shop in San Joaquin Valley, California; in town of 2,200; best-paying plant in any town of this size in State; good reason for selling; write for particulars. K 933.

I WILL FURNISH any typecasting-machine company with drawings (also metal plates) for faces of type; by contract or salary. G 912.

FOR SALE — BARGAIN in printing business in largest city in Texas. I 928.

ENGRAVING METHODS.

CANFIELD'S MECHANICAL METHOD FOR ENGRAVING printing plates, enables anyone understanding printing to make zinc or copper reproductions from newspapers, magazines, catalogues, drawings, prints (same size); purely mechanical, no drawing or tracing, uses gaslight or daylight, no photographic knowledge necessary; complete outfit, chemicals, plates, book instructions, etc., $7.50; specimens free; make lots of cuts, trifling cost. H. CANFIELD CO., 437 E. Woodlawn, Philadelphia, Pa.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, BOX I, Windfall, Ind.

WETTER

IN A CLASS BY ITSELF

NUMBERING MACHINES

SOLD AT RIGHT PRICES

ALL TYPE FOUNDERS AND DEALERS

Wetter Numbering Machine Company
335 Classon Avenue, Brooklyn, New York, U. S. A.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two-revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

BIG MONTHLY LIST — Linotypes, Monotypes, presses, cutters, folders, material, type, from plants we sell, sent you every month, if wanted; our guaranteed all-right sales methods save big money; cash or time; complete outfit. PECKHAM MACHINERY CO., 1 Madison av., New York city.

FOR SALE — Cylinder-press feeders at a sacrifice; 52-inch and 62-inch Fuller feeders and Economic feeders; these are good paper feeders and in perfect working order; will pay for themselves in a short time; don't buy until you investigate this. LOCK BOX F, Norwood, Mass.

FOR SALE — Our complete linotype plant, consisting of two Model No. 4 quick-change double-magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two-letter matrices. KEYSTONE PUB. CO., 809-12 N. 19th st., Philadelphia, Pa.

FOR SALE OR EXCHANGE — 1, 4, 6, 8 and 12-page Goss perfecting press, tape fold; will sell on terms or trade for flat bed cylinder in first-class condition. Address SAM C. HANNA, 147 North Spring st., Los Angeles, Cal.

FOR SALE — Two-revolution, two-roller pony Campbell, front fly delivery, table distribution; bed 23 by 30, speed 2,000; in first-class running order; price, $350, f.o.b. cars. THE ROACH PRESS, Jacksonville, Ill.

BARGAIN IN NEW WOOD TYPE — Useful Gothic series in 8, 10, 12, 15, 20, 24 line first-class wood type; write for price and samples. GERHARDT, 1162 Liberty av., Brooklyn, N. Y.

LINO-TYPEWRITER — The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — Three No. 2 Linotype machines, equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING COMPANY, Philadelphia, Pa.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. JACKSON & BELL, Wilmington, N. C.

FOR SALE — One Model No. 3 Linotype, No. 7374, with one extra magazine. THE COMMERCIAL PRINTING CO., West Exchange and Water sts., Akron, Ohio.

FOR SALE — 28 by 42 Harris two-color letter press in perfect order, used only six months. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

FOR SALE — Printing office; 3 Gordon presses; 1 14 by 21 Pony; 160 cases of job type; paper-cutter, etc., location near Chicago. K 955.

FOR SALE — Sterling round-cornering machine, perfect condition; $8. STUTES PRINTING CONCERN, Spokane, Wash.

HELP WANTED.

Bookbinders.

WANTED — By a large book-manufacturing plant in New York city, a live, hustling young man experienced in the technicalities of binding and printing, to act as manufacturing man; must be thoroughly familiar with working processes, full of enthusiasm and initiative; to such a man we offer a permanent position at a good salary. K 935.

Compositors.

MALE HELP WANTED — Two first-class job compositors; nonunion; 51 hours per week; state experince and wages wanted in first letter. COMMERCIAL PRINTING CO., Akron, Ohio.

Foremen.

WANTED — One of the largest printing, lithographing and manufacturing stationery establishments in the Southwest has an opening for an aetive up-to-date superintendent and manager of the establishment at good salary for the right man, and reasonable stock interest will be disposed of on condition that all parties are satisfied after reasonable trial; the plant is new and the output at present around $250,000 per year; it is an opportunity for a practical up-to-date manager; reason — retirement of major interest; if interested address with references. K 951.

ALL-AROUND PRINTER WANTED — Man to take charge of job office, 4 platen presses, making a specialty of the better grade of work; married man preferred, one who has had an office of his own, or had charge, as he will be expected to take full charge; union; address, stating wages, experience, and enclosing references in first letter, BIEDLE PRINT SHOP, Wilkesbarre, Pa.

Operators.

WANTED — First-class practical man to run large linotype plant in western city; splendid opportunity for the right man, with good salary to start; open shop for past seven years. K 953.

Pressmen.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

WANTED — Pressman, experienced, for rotary press; none but sober, steady men need apply. K 945.

Proofreaders.

PROOFREADER — E. L. HILDRETH & CO., Brattleboro, Vt.

Salesmen.

WANTED — Agents for Chicago and New York for Hake's Universal Perfection Gripper for platen presses; thoroughly tried out and a complete success; selling easily; saving 10-20 per cent press time; able platen pressman with business qualities preferred. AMERICAN PRINTERS' APPLIANCE CO., Milwaukee, Wis.

A PRINTING SALESMAN — High-class man and good estimator on quality catalogs; salary, or salary and commission, as preferred; if you have made a success write us giving particulars. GRIFFITH-STILLINGS PRESS, Catalog Specialists, Boston, Mass.

SALESMAN WANTED — For house doing designing, engraving and printing; one for city work; one for outside; must have knowledge of the business; right salary to producers; state age, experience and salary in applying. K 956.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York. Six weeks, $50; eight weeks, $65; twelve weeks, $80; 7 Linotypes; day and evening classes; lesson sheets; mechanical instruction; employment bureau; hundreds of successful graduates; write or call for particulars.

MISCELLANEOUS.

THE PRACTICAL TYPOMETRE, for printers and copy writers; The Arteraft Company, of Cleveland, printers, say: "We have now had several opportunities to test the practicability of your Typometre, and it is the writer's frank opinion that no first-class printer, copy writer or one who has to do with the placing of printing can honestly claim title to good efficiency without your practical Typometre. We sincerely hope that you will have the measure of success that the value of this article entitles you to." (See advertisement on another page of this issue.)

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SITUATION WANTED by high-class designer and all-around man. K 962.

Bookbinders.

SITUATION WANTED as all-around bookbinder; can rule, forward, finish, and make all kinds of loose-leaf devices; have had 15 years' experience as foreman; prefer Middle West or South. J. A. MACK, care of Charles Reight, 433 S. Seventh st., Steubenville, Ohio.

BOOKBINDER FOREMAN, experienced hand in loose-leaf, blank-book, edition or catalog work, wishes position. K 958.

Compositors.

FIRST-CLASS job compositor, young man, desires position affording good opportunities for advancement with well-established firm; West preferred; union. K 939.

Foremen.

WIDE-AWAKE OFFICE OR SALES MANAGER OR SUPERINTENDENT, open to an attractive proposition; experienced in all branches of the graphic arts from office boy to executive; an A-1 salesman and thoroughly practical in superintending production; thoroughly experienced in cost systems, stock buying, estimating and correspondence; am looking for a position with a house where native ability and hard work count in a substantial way, and where "quality" is the slogan; write me to-day. K 946.

DESK OR WORKING FOREMAN — A-1 compositor and executive, capable of handling men to best interests of shop, up-to-date systematizer and hard, conscientious worker, absolutely sober and reliable, wants to change localities on account of wife's health; prefer Southwest or West; union man; would invest in good shop — no "has-beens." K 908.

FOREMAN, experienced in laying out book and job work, desires position with progressive firm. K 947.

Pressmen.

ALL-AROUND PRESSMAN — Experienced on finest work, desires change; age 32, married, reliable; wants to connect with going concern, 2 to 4 cylinder; only steady situation considered; small city in West preferred; $27; A-1 stone man. K 959.

POSITION WANTED as foreman or superintendent of pressroom department; young man, first-class pressman, knowledge of estimating, will go anywhere; New England States preferred; references. K 936.

PRESSROOM FOREMAN wishes position with up-to-date firm; understands all kinds of presswork; good executive ability. K 958.

Proofreaders.

PROOFREADER — Accurate and reliable in English, French and Spanish; fair knowledge of other languages; college and university education; some experience in practical printing, as well as in reading proofs and translating. ALFRED D. SCHOCH, 3538 Hartford st., St. Louis, Mo.

SITUATION WANTED by expert proofreader, manuscript editor and reviser and editorial writer; over 10 years' experience on well-known eastern periodicals and New York publishing houses; is also a competent and experienced stenographer. K 952.

PROOFREADER — An experienced, capable, all-around proofreader seeks position with first-class firm; nonunion; Middle West preferred; state salary. K 615.

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F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

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FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

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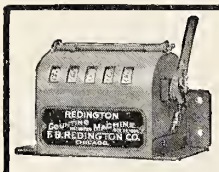
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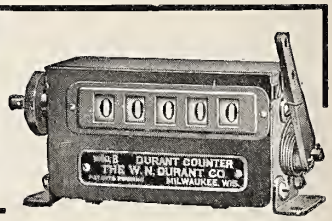
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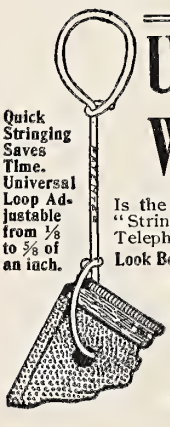
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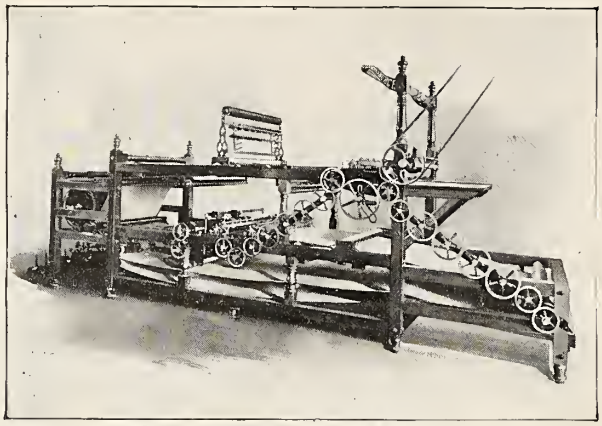
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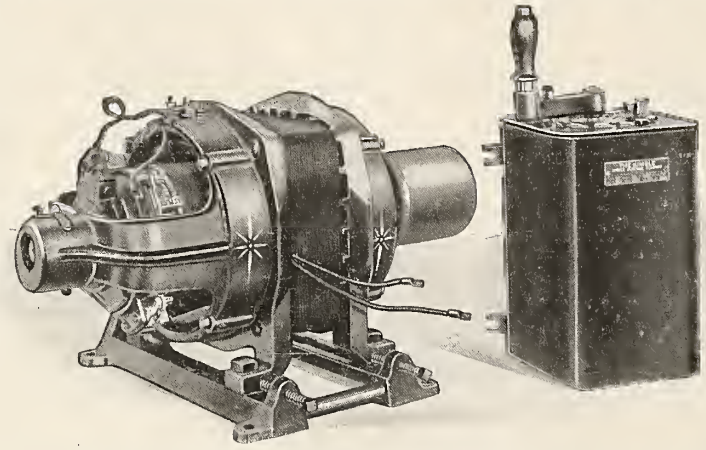
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No other motor ever invented gives such absolute and easy CONTROL, at any and every speed. And no motor has such high efficiency at low speeds.

On ordinary motors it costs just about as much to run 1,000 impressions per hour as 2,000. but the Kimble Variable Speed Alternating Current Printing-Press Motor reduces speed by reducing the voltage in the armature so current consumed is almost exactly proportionate to speed of operation.

EASY ON THE LINE

The central station man will appreciate the Kimble Motor as soon as he understands it, because it starts the biggest cylinder press without disturbing the line.

MADE IN 16 SIZES AND SPEEDS—110 or 220 Volts—60 Cycles—Alternating Current Only

1, 1½, 2, 2½, 3, 4, and 5 H.-P. in 1600 speed 1, 1½, 2, 2½, and 3 H.-P. in 1200 speed. 1, 1½, 2 and 2½ H.-P. in 900 speed.

Special windings can be furnished for any voltage from 100 to 250 and for any frequency up to 60 cycles.
Purchase price and installation cost are both extremely low. Send for circular and prices.

KIMBLE ELECTRIC COMPANY, 1125 Washington Blvd., CHICAGO

THE INTERNATIONAL TYPESETTING MACHINE COMPANY

is manufacturing a typesetting machine which it will market next February. The Company is also manufacturing matrices, spacebands and all supply and repair parts for Linotype machines.

These will be ready for delivery in November and will be sold at substantially reduced prices.

Being unhampered by a large investment in special tools our Engineers were able to depart from antiquated methods, and have materially improved the machine, which will be of the two-letter type, will have a quickly removable magazine, and will embody the features that have made the Model 5 Linotype so popular. Its repair and supply parts will be interchangeable with those of any standard machine now upon the market.

All the basic patents on this type of machine will expire on or before October 8, 1912. Our machine will be free of all patents except those owned by this Company. We guarantee to hold purchasers and users of our goods harmless from patent litigation.

The advent of this Company in the field assures the printing and publishing trade relief from monopolistic prices and methods.

The International Typesetting Machine Company unqualifiedly guarantees its product.

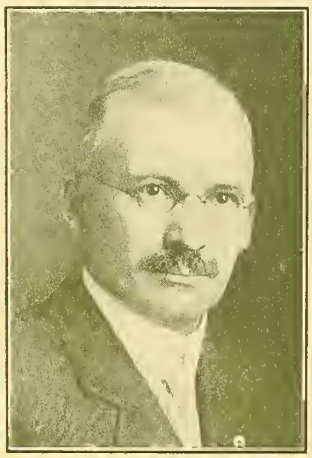
HERMAN RIDDER, *President*

Factory and works office:
Foot of Montague St., Brooklyn, N. Y.

New York office:
182 William St., P. O. Box 2072

A GUARANTEE IS AS GOOD AS THE MAN WHO MAKES IT

The following men will have charge of the manufacture of the International Typesetting Machine Co.'s products. They can make its guarantee good. Read what they have done.



W. S. SCUDDER

MR. Scudder first became connected with the manufacture of line casting machines in 1887 as a tool maker in the Mergenthaler shop in Baltimore. Shortly after the organization of their factory in Brooklyn, Mr. Scudder became Superintendent, remaining in charge until 1892, when he left to develop the Monoline Composing Machine. He remained in charge of the manufacture of the Monoline, in Montreal, Canada, for thirteen years. Mr. Scudder has taken out hundreds of line casting machinery patents and is one of the best known experts in the business. He is a director and one of the chief advisors of the Company.

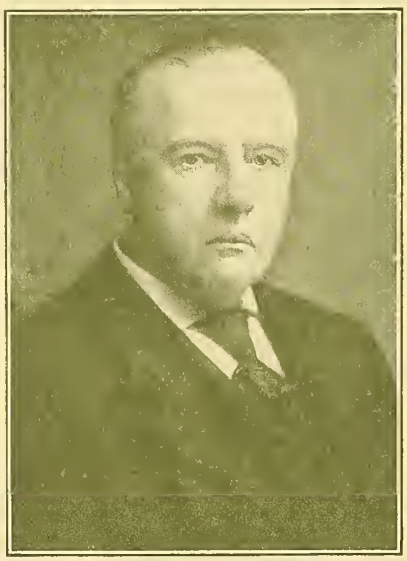
□□□

MR. Homans, who is a graduate of Yale, Sheffield, has been connected with the line casting business since 1892. He received his early training on the Paige Compositype and with the Unitype Company. Since 1904 he has been employed by the Mergenthaler Company in its experimental and designing departments.

He designed the quick change Model 5 and has made many improvements on the Linotype product. Mr. Homans is chief designer of the Company.



T. S. HOMANS



HERMAN RIDDER

MR. Soper, who is superintendent of our matrix and spaceband departments, originated and developed most of the matrix tools and methods for the Linotype Company. He had charge of its matrix and spaceband departments for over eighteen years and left to organize the matrix department of the General Composing Company. He is recognized as the foremost matrix expert in the world. His experience and ability assure the trade that the matrices and spacebands furnished by the International Typesetting Machine Company will be of an even higher standard of excellence than those formerly produced by the Linotype Company.



B. F. SOPER

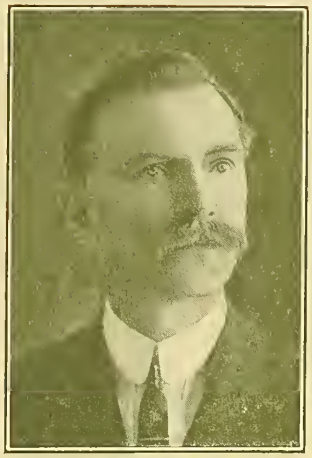
□□□

MR. Orpen, who is a practical mechanic, has been connected with the typesetting machine business for the last seventeen years. Starting as inspector in the Mergenthaler shops, he was successively advanced until he had charge of the light manufacturing department.

The management of this Company selected Mr. Orpen as the livest and ablest executive in the Mergenthaler works and has given him a broader scope for his ability as manufacturing superintendent.



W. H. ORPEN, Jr.



SAMUEL E. SPERRY

MR. Sperry entered the employ of the Mergenthaler Company in 1889. Starting at the bottom he worked his way through the various manufacturing departments. The knowledge so acquired became an asset of the inspection and assembling departments and in 1906 he became assistant foreman in the latter department.

Mr. Sperry, who will have charge of our assembling department, is making use of his experience to design improved tools and appliances to make the interchangeability of all parts of our machine absolute.

□□□

MR. Bisbee's first experience in the typesetting machine field was gained with the Lanston Monotype Company in 1899.

For the past nine years he has been connected with the Linotype Company and is well acquainted with their manufacturing methods. He was foreman of one of the largest manufacturing departments in the Linotype factory at the time he resigned to join our organization. He has charge of our lathe and screw machine departments, in which branches of manufacturing he is an expert.



DON A. BISBEE

□□□

MR. McNamara originally came into the business of developing line-casting machines in January, 1892, and remained continuously with the Monoline Company until 1905, during which time his assistance in the development of that machine was very valuable, and many patents were obtained as the result of his ingenuity. In 1905, when the Monoline was purchased by the Linotype Company, he became superintendent of the Canadian factory and remained in that position until May, 1912.



JAMES G. McNAMARA



E. B. BARBER

MR. Barber is a mechanic and designer of wide experience in type casting machinery. His earliest experience was gained with the Monoline Composing Company, where he had charge of the Assembling Department. He has spent the last six years in developing the Amalgatype Machine, a small single type machine producing an amalgamated line of type which has created a sensation in the printing trade.

Mr. Barber will have charge of the Tool Room and will hold the position of Master Mechanic.

□□□

MR. Bertram, who has charge of the Experimental Department, is a designer and practical mechanic of wide experience. He designed many improvements on Linotype machines and also did effective work for the Monoline Composing Co. He had charge of thirty machines for years and is well acquainted with the difficulties which Linotype users have experienced in the past.

Many of the improvements of our machine are the result of Mr. Bertram's practical experience.



W. E. BERTRAM

□□□

MR. Crombie, while not actively engaged in the manufacturing departments, is an important cog in our machine. He was a Linotype machinist of large acquaintance—was President of the Machinists' Branch, I. T. U., for several years, and is especially well known among Linotype machinists. He is gathering information and discussing with machinists in various parts of the country their problems and difficulties. Many valuable suggestions have been received in this way.



J. A. CROMBIE



The factory of the International Typesetting Machine Company is located at the foot of Montague Street, Brooklyn, N. Y. It is a three story, fireproof, reinforced concrete building, containing over 80,000 square feet of floor space. The building will consist of two wings, one 227 feet long and the other 167 feet long, each wing being 80 feet in width. The plant and equipment of the Company will be the finest that money and skill can buy. New tools and modern methods will be employed.

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Plainfield, N. J.

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Potter Special Rotary Presses	Universal Job Presses	Golding Job Presses
Paper Cutting Machines	Roller Washing Machines	Type High Numbering Machines
Patent Combination Chases	Electric Welded Chases	American Press Seats
Register Hooks and Blocks	Patent Blocks	Patent Trucks

FOR THE LITHOGRAPHER

Potter Flat Bed Litho. Presses	Potter Rotary Offset Presses	Litho. Transfer Presses
Bronzing Machines	Stippling Machines	Paper Cutting Machines
Die Presses	Perforating Machines	Numbering Machines
		Planing Machines

FOR THE PAPER BOX MAKER

Rotary Board Cutters	Paper Cutting Machines	Stitching Machines
Cutting and Creasing Presses	Scoring Machines	Patent Trucks

FOR THE BOOKBINDER

Brown Folding Machines	Anderson One and Two Fold Machines	Gathering and Stitching Machines
Punching and Numbering Machines	Stitching—Perforating Machines	Ruling Machines
Job Backers	Roller Backers	Embossers
Smashers	Rotary Board Cutters	Table Shears
Standing Presses	Bundling Presses	Glue Heaters
Trucks	Paper Cutters	Paper Cutter Knives

¶ A corps of experienced men are at your service, and we are equipped to handle widely diversified lines. Our experience enables us to offer you the best of machinery for your respective needs, and also assures you of being offered that best adapted to meet conditions.

¶ We can put you in the Offset game more surely and quickly than any one in the business.

Write us—Wire us—'Phone us—We are always on the job

D. H. CHAMPLIN, President and Treasurer — F. A. ROGERS, Secretary — DONALD EDWARDS, Vice-President

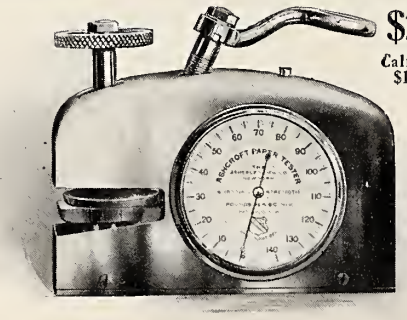
FRANK R. WARREN, Manager, Offset and Litho. Dept. — CHAS. H. COLLINS, Manager, Bookbinders' Mchy. Dept.

PAPER TESTERS

¶ Paper is one of the most difficult materials to properly judge. Your experience will enable you to determine the printing qualities, finish, and in fact all surface perfections or imperfections, but you *can not* determine accurately the body or substance of paper, commonly called strength, without the aid of a mechanical device. Neither can you compare the thickness of various samples accurately without mechanical aid. The Ashcroft Paper Tester indicates the exact strength of paper; the Ashcroft Thickness Gauge the thickness.

¶ By their infallible decision the values of various papers stand out as clear as if printed in three-inch type.

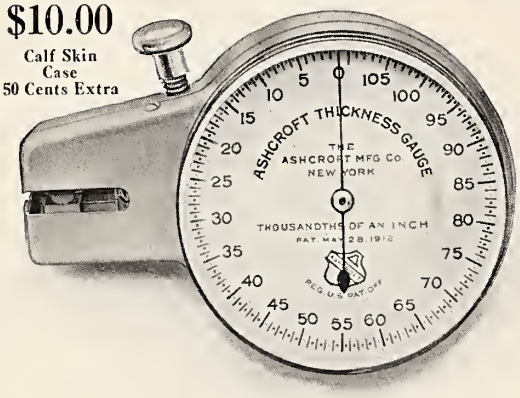
¶ It is safe to say that one of your greatest problems is to purchase paper that will satisfy your customer, enable you to meet competition, and at the same time leave you a fair margin of profit.



$20.00
Calf Skin Case
$1.00 Extra

¶ *The Ashcroft Paper Tester will enable you to select* from among the many grades of paper now marketed, with and without water-marks, *those papers that are best values for the price.* It is the latest scientific application of the metal plunger principle, and the tests obtained by this method are far more uniform than those of any other bursting strength method of which we have knowledge, and can be depended upon to represent the *exact strength* of the *paper* in pounds per square inch. The Ashcroft Paper Tester is made in 20 lbs. maximum capacity for testing thin or very weak papers, and 140 lbs. maximum capacity, for testing anything in the way of paper commonly used.

$10.00
Calf Skin Case
50 Cents Extra



¶ *The Ashcroft Thickness Gauge will enable you to quickly and accurately measure the thickness of various samples of paper or board.* The dial is graduated to .110″ in thousandths and half thousandths. There is constant use for it in every printing-plant, as an aid in matching samples of paper. It will enable you to know positively, whether the board or paper delivered, is as thick as that ordered.

¶ *You should have both of these instruments.* Not only will they save you money on your purchases, but many a refractory customer will be pacified when shown by mechanical test that his "kicks" about the quality of the paper stock you furnished were unjustified.

Test their efficiency for yourself. We will send either one or both on ten days' free trial. Don't procrastinate — write us now.

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A pleased customer is one of the best assets in any business, ***Mr. Printer*** and ***Mr. Stationer,*** and you can have a long list of such assets in ***your*** business if you will put the Old Council Tree Bond idea into your customers' heads!

The average business man ***wants*** your idea and suggestions, but in many cases he hesitates to ask for them. Take the bull by the horns, stuff him full of ideas and make yourself ***necessary*** to him.

For example, ***lead his mind*** to the ***fact*** that he can make all of his letters and stationery ***a powerful advertising force*** that will bring tangible results at small cost by the use of Old Council Tree Bond. He's ***ready*** for Old Council Tree Bond, and all he needs is a little prod from you!

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Put energy back of me.
You have the material and I will make you rich.
Lots of money in
RUBBER STAMPS

Write for catalogue

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Baltimore, Md.
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PRESSMEN'S OVERLAY KNIFE

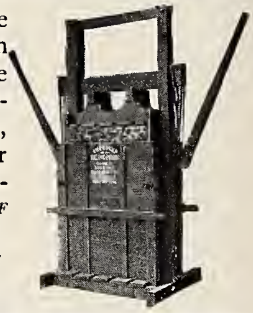
This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

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will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



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We cater to the Printing Trade in making the most up-to-date line of

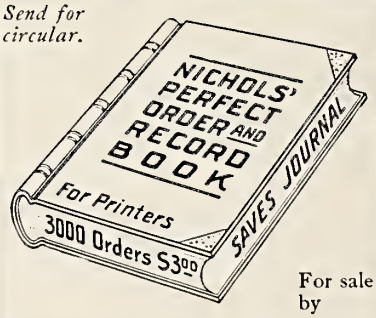
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A full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons

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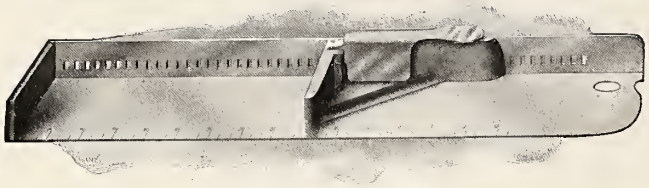
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10 inch	2.15	2.25	2.35	2.45	.35
12 inch		2.50	2.60	2.70	.40
15 inch		3.00	3.10	NOT	.50
20 inch		3.75	3.85	MADE	.60

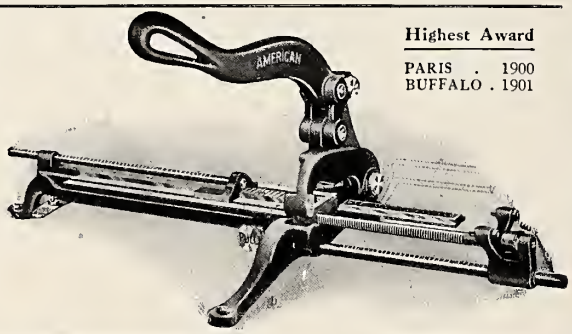
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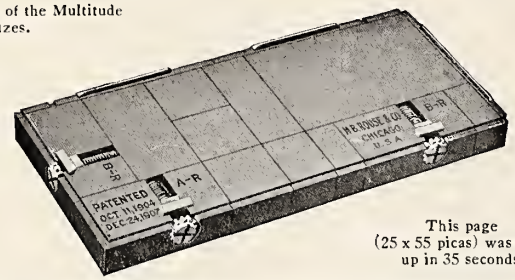
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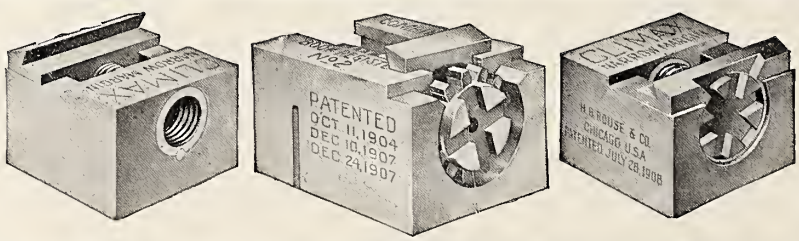
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Why waste time with obsolete material when you can buy the best dividend-earning equipment with a part of the money you now pay in wages?

Price, per set, including Steel Ratchet and Dustproof Case that fits a printer's stand, a practically universal and indestructible outfit, for only $55. Sold by dealers everywhere.

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There's a big difference in the cost of production where the printer undertakes to meet competition with an awkward or out-of-date make-ready system as compared with modern methods.



The Rouse Unit System

supplies the greatest efficiency in both make-up and make-ready—a system that eliminates all waste time in making up, making ready and registering; it is the one system that permits the quickest change in plates, the narrowest possible margin and a permanent make-ready. This system reduces the waiting time of your press, insuring the greatest output as well as the best work.

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for imitations, because since the Rouse Unit System Bases and Register Hooks have made such good success throughout the printing industry many have undertaken to imitate them.

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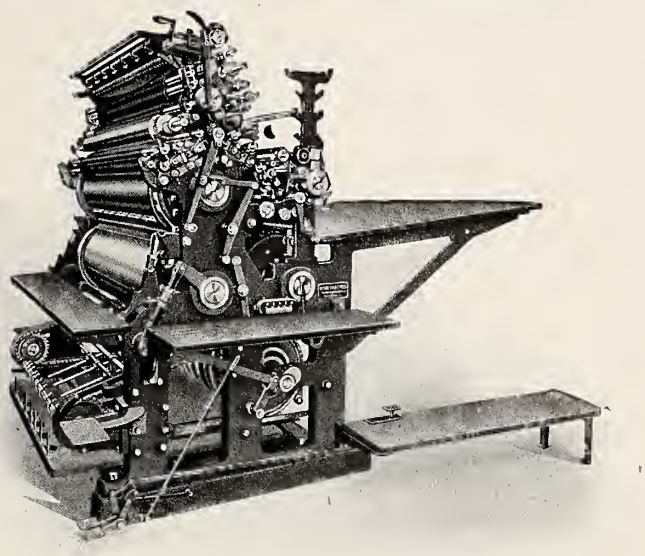
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so that it is no wonder that it is so generally acknowledged that

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The New Series, Art Distribution Offset Press is a Dandy.



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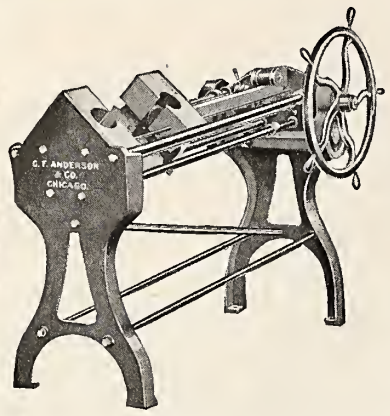
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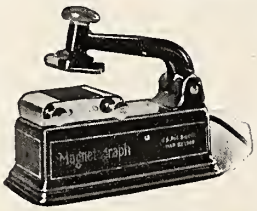
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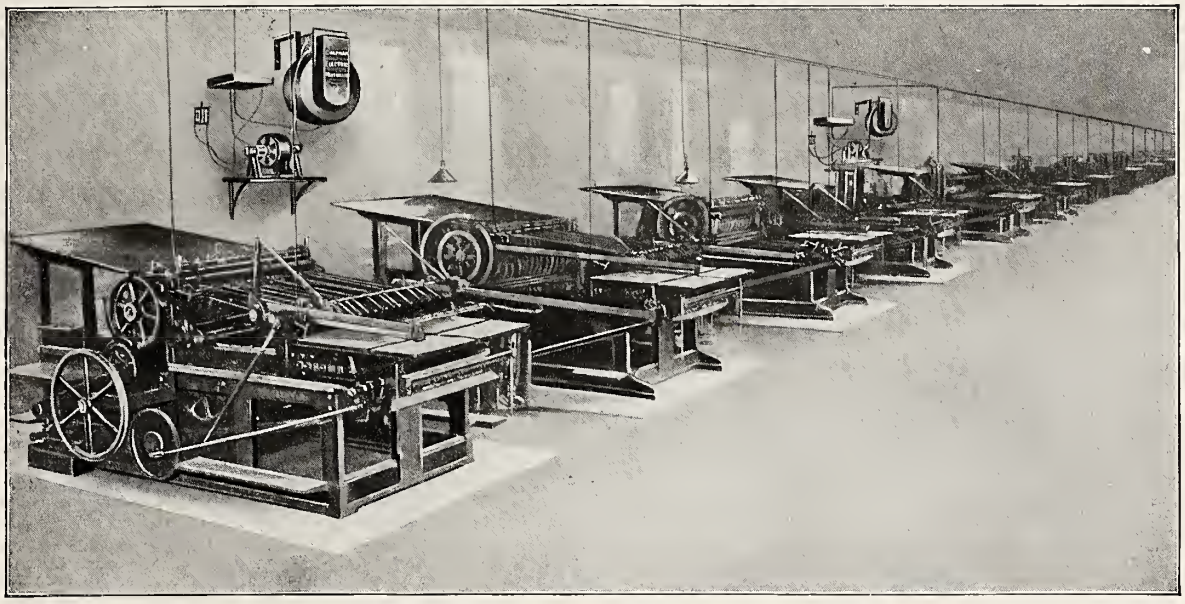
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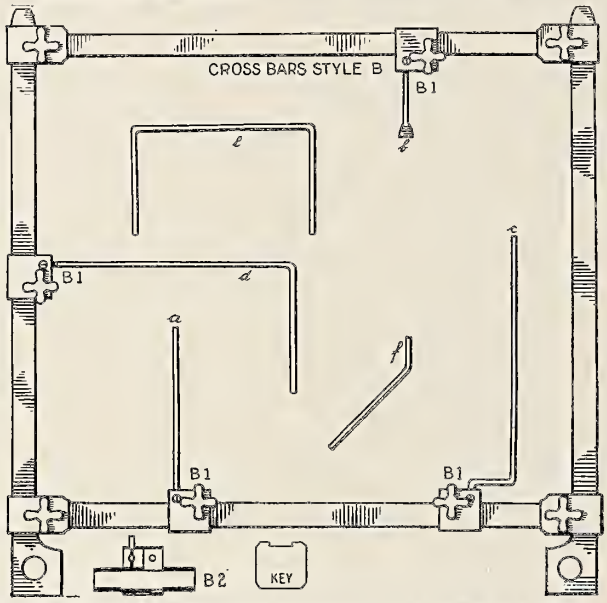
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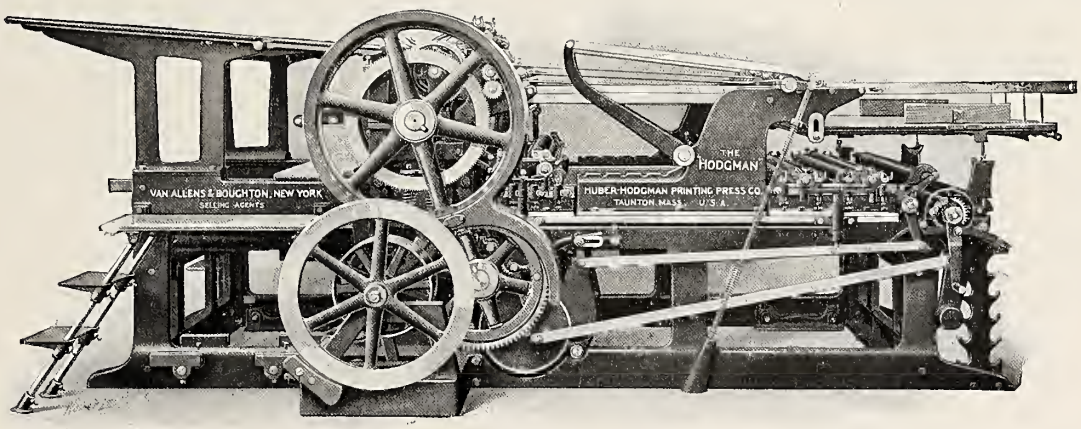
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"If I can't lick you,
I can make faces at your sister"

We regret to say that there are people who are so jealous of the phenomenal success of The Hodgman, that they resort to the schoolboy's tactics.

The most glaring defect that is advanced concerning our press is the fact that "IT IS NEW," spoken in an awesome manner implying something that is "raw" and untried.

Well, it is new—the newest, most progressive and up-to-date flat-bed press on the market, and we glory in the perfection of the advanced ideas incorporated in its newness, which are all in its favor.

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The printer who rejects the *"new"* is content with the cumbersome Drum Cylinder Press, the old-fashioned lock-up, hand composition for "body matter," and all of the antiquated methods of fifty years ago, and we are sure that none of our readers belong to this class.

Write or phone us for a personal interview, and we will demonstrate every claim we make.

The Huber-Hodgman Printing Press Co.

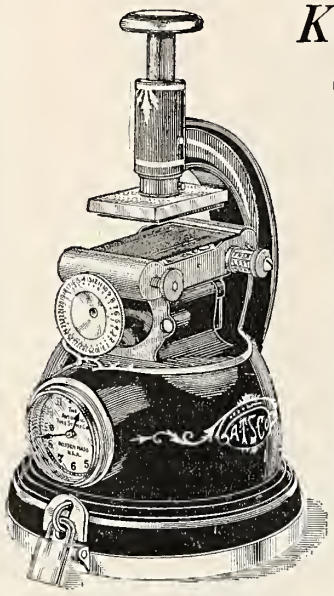
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We guarantee that its use will save you time, money and annoyance, and enable you to eliminate your losses and to increase your profits.

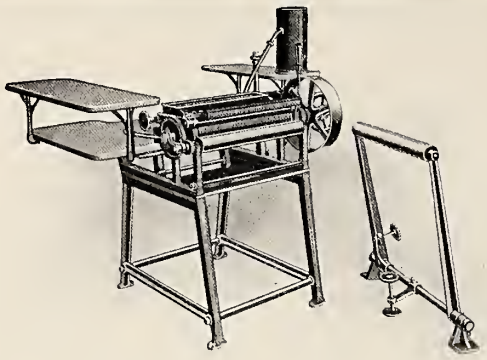
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Makers of the Automatic Time Stamp, the Automatic Time Register, the Duragraph "elapsed time recorder," and time recording and computing machines for all divisions of time and for all purposes.



Save Money on Your Mounting Work

¶ Increase your output with a smaller pay-roll.

¶ Keep up the quality of your Calendar Mounts, Programs, and fine Pasted Work.

¶ The K3 Perfection Gumming Machine has effected marked savings in this class of work.

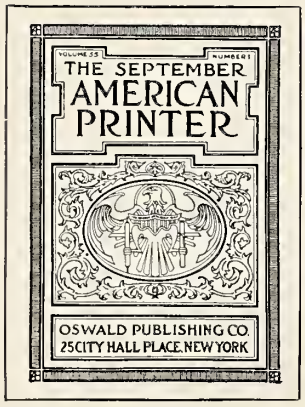
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The American Printer

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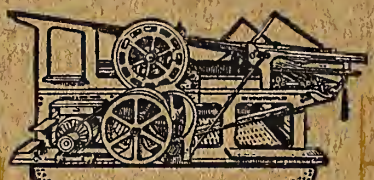
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